



PRINTING  
INK

THE  
PRINTERS  
DEVIL

**This is a fitting time  
To give expression to the  
Hope the whole world harbors  
That the New Year  
May bring to all**

**PEACE, PROSPERITY  
and HAPPINESS!**

**May all enemies be friends  
And all friends co-operate  
For mutual welfare!**



**Sigmund Ullman Co.**

**New York    Chicago    Cleveland**



# Brother Jonathan Bond

## Serving a Purpose

Granting that all papers have a purpose—a purpose advertisable or otherwise—that purpose is of interest to you. Speaking of Brother Jonathan Bond, when we tell you that it is scientifically made with reference to surface, color, strength, and every requirement for business letter writing, we tell you what your sense of sight and touch can readily detect.

Brother Jonathan Bond has just undergone a distinct improvement which is in line with our promise to take advantage of every opportunity to make this the most appropriate paper made for business uses. This improvement is the result of cumulative knowledge gained through years of experience, and closest study of what constitutes the best paper for business letter writing.

This subject is of a great concern to every progressive printer. If you are interested in learning what we have accomplished in Brother Jonathan Bond we would like to place specimen sheets in your hands. Say the word and the samples will be on their way.

#### Distributors of "Butler Brands"

Standard Paper Co. . . . .	Milwaukee, Wis.	Mutual Paper Co. . . . .	Seattle, Wash.
Missouri-Interstate Paper Co. . . . .	Kansas City, Mo.	Commercial Paper and Card Co. . . . .	New York City
Mississippi Valley Paper Co. . . . .	St. Louis, Mo.	American Type Founders Co. . . . .	Spokane, Wash.
Southwestern Paper Co. . . . .	Dallas, Texas	National Paper & Type Co. (Export only) . . . . .	New York City
Southwestern Paper Co. . . . .	Houston, Texas	National Paper & Type Co. . . . .	Havana, Cuba
Pacific Coast Paper Co. . . . .	San Francisco, Cal.	National Paper & Type Co. . . . .	City of Mexico, Mexico
Sierra Paper Co. . . . .	Los Angeles, Cal.	National Paper & Type Co. . . . .	Monterrey, Mexico
Central Michigan Paper Co. . . . .	Grand Rapids, Mich.	National Paper & Type Co. . . . .	Guadalajara, Mexico
National Paper & Type Co., Buenos Aires, Argentine Republic			



## J.W. Butler Paper Co.

Established 1844

CHICAGO

# The Best Resolution *for the* New Year—a MONOTYPE *for* Your Composing Room

There are many good reasons why every up-to-date printing office needs a Monotype.

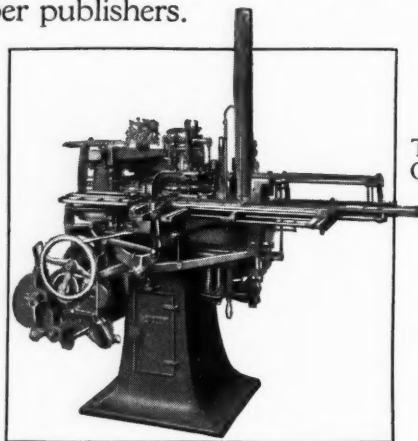
There are many more good reasons why the best printing offices are equipped with Monotypes.

Nothing stands still. It is an inflexible law of Nature. Like everything else, a printing office either progresses or retrogrades. An office which does not keep abreast of the times goes to seed, disintegrates; while an office guided by a progressive policy grows in the esteem of buyers of printing.

It is also true that a successful business built along progressive lines must compete with the ubiquitous price-cutter, and it becomes incumbent upon the reputable printer to acquire the best labor-saving machinery to maintain his position in the business world.

It is the versatility of the Monotype and the quality of its product that make it the choice of all leading commercial printers, the great magazine publishers, the makers of fine books, as well as hundreds of exacting newspaper publishers.

Composing  
Machine



Type & Rule  
Caster

LANSTON MONOTYPE MACHINE CO • PHILADELPHIA

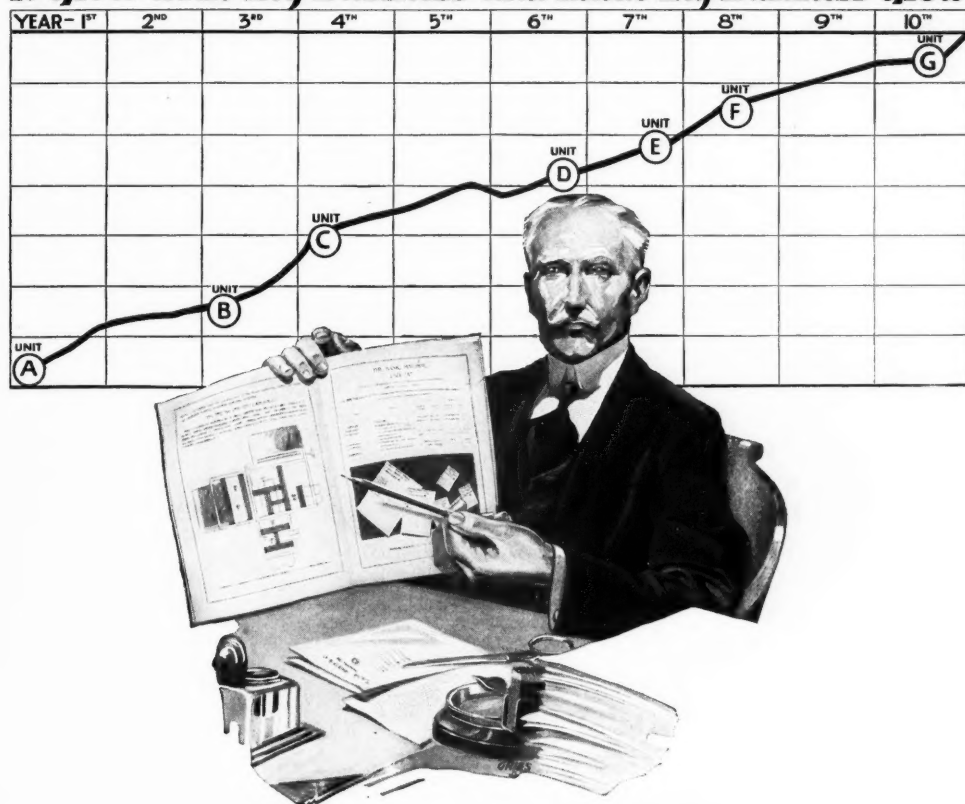
NEW YORK: World Building  
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building  
TORONTO: Lumsden Building

122

This page is composed in Monotype No. 38 Series and Monotype Rule and Border  
Please Mention THE INLAND PRINTER When Writing to Advertisers.

*"It Grew with my Business and made my Business Grow"*



## DEXTER FOLDER NO. 189



### Get This Instructive Booklet

**YOU WOULD LISTEN** if some one told you how to equip your plant so that its capacity could be increased as your needs require, without tying up your capital unnecessarily.

We can tell you how to accomplish this with your jobbing folders. And all it will cost is a two-cent stamp to ask for our new booklet describing the unit system of constructing our No. 189 type folder.

It shows in picture and text just how you can start with the basic unit and add any or all of *six additional* units whenever the nature of your business justifies.

It is an interesting booklet whether or not you may be in the market just now for a folding machine. It contains information about folding which you will need if you are going to profit from the enormous demand for printing now sweeping the country.

Why deprive yourself of this helpful booklet?

Please write for it on your business stationery.

### DEXTER FOLDER COMPANY

*Folding, Feeding, Binding, Cutting Machinery*

New York Chicago Philadelphia Detroit Boston  
Atlanta Dallas San Francisco Toronto

# Total cost for Folding, Trimming & Stacking 10½¢ per M Circulars.



HERE'S a record of performance that is not phenomenal for the Model B "Cleveland," but it could not be duplicated, nor even approximated, on any other folding machine. The results obtained on the 124,000 run referred to in the following letter, are *typical of the exceptional service and minimum folding costs* which are rendered *only* by the "Cleveland" Folder:

**The Calvert-Hatch Company**  
Printers-Business  
Cleveland

Dec. 4, 1916.

The Cleveland Folding Machine Co.,  
Cleveland, Ohio.

Gentlemen:

You will no doubt be interested in the enclosed Daily Production Report on Chinamel circulars. In one day we folded, trimmed and stacked at one operation 124,000 circulars at a total cost of 10½¢ per thousand. This output not only surprised us, but we were able to cut the circulars at the same time, thus eliminating the cutting time which would have been a very slow and troublesome operation at best, owing to the fact that there are four thicknesses of paper at one end of the folder and only one thickness at the other.

The circulars were folded and trimmed more accurately than if they had been cut and folded singly.

The easy accomplishment of problems that ordinarily are hard is one reason why we are enthusiastic admirers of your Model B Cleveland Folder.

Sincerely yours,

THE CALVERT-HATCH COMPANY

*M. Calvert*  
President.

Your folding costs can be lowered, and consequently your profits increased with a "Cleveland"—the ideal folding machine for *all your work*, making 159 different folds.

Shall we send you the Book of Cleveland Folders? It will interest you!

**The**  
**CLEVELAND FOLDING MACHINE**  
**COMPANY** Main Office and Factory: **CLEVELAND**

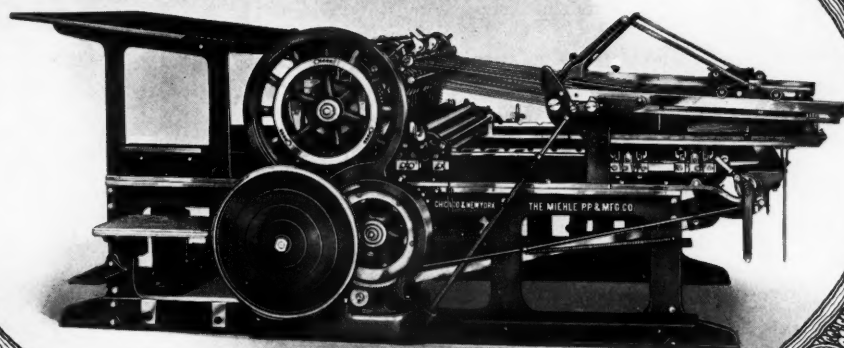
PRINTING CRAFTS BUILDING  
NEW YORK

THE BOURSE  
PHILADELPHIA

532 S. CLARK STREET  
CHICAGO



# The Miehle



## Investigation

The Miehle is never "sold." It is always bought.

It is the distinct policy of the Miehle Company to invite the fullest investigation of the press by any intending purchaser, and to have that purchaser reach his decision entirely as a result of his own investigation.

The Miehle record has been built by the men who have "bought" more than 10,000 of them.

### MIEHLE PRINTING PRESS & MFG. CO.

Manufacturers of "The Miehle" and "The Hodgman" Two-Revolution Presses

Factories: Chicago, Illinois, and Taunton, Massachusetts  
Principal Office: Fourteenth and Robey Streets, Chicago

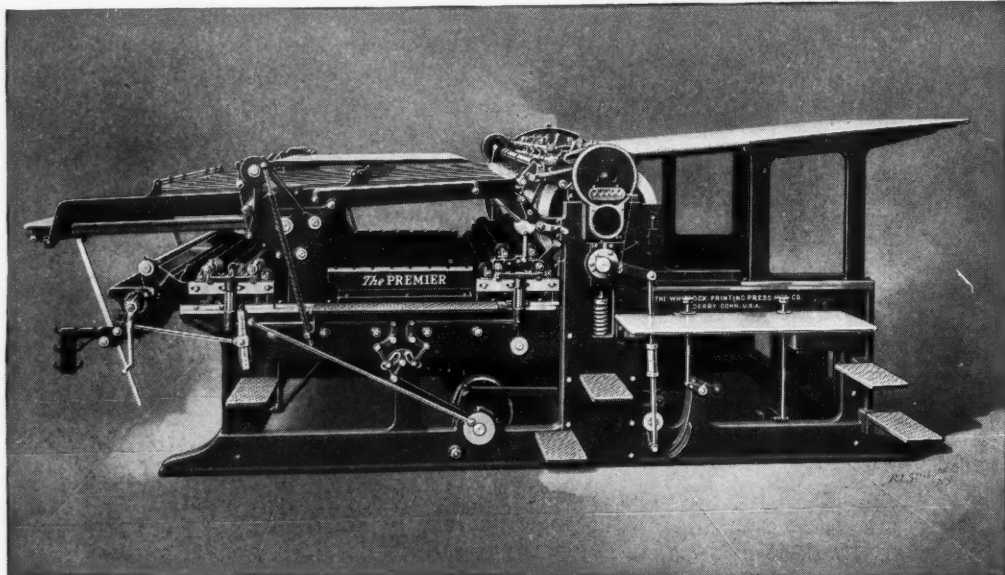
Sales Offices in the United States:

CHICAGO, ILL., 1218 Monadnock Block DALLAS, TEX., 411 Junitta Bldg. SAN FRANCISCO, CAL., 401 Williams Bldg.  
NEW YORK, N. Y., 38 Park Row BOSTON, MASS., 176 Federal St. ATLANTA, GA., Dodson Printers Supply Co.  
PHILADELPHIA, PA., Commonwealth Trust Bldg. DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

When without competition, Mr. Printer, you may always be able to pass on to the customer the increased cost of production in your plant. Also, you need do nothing to reduce your cost. But if you *have* competition, and if you are losing or being threatened with the loss of either some of your business or some of your profits, you just simply *have got* to look your plant over to see what you can do to help your condition.

The Cylinder Pressroom always was, and always will be, the most profitable department of your business. But you can not expect to get the work or earn real profits (unless your customers are easy indeed) out of presses running at 1200 to 1500 per hour, when other printers'—probably competitors'—presses run 1500 to 3500 per hour. Think this over, Mr. Printer, and remember that the *fastest, smoothest running, most improved and most enduring of all Two-Revolution presses—and demonstrably so, too—is*



## *The* PREMIER

It is the Best of All the Two-Revolution Presses

*Let us tell you about it!*

**THE WHITLOCK PRINTING PRESS MFG. CO.**

OF DERBY, CONN.

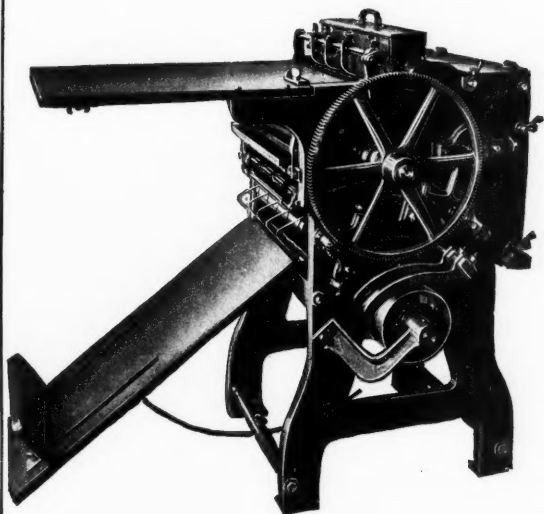
NEW YORK: 1102 Aeolian Building, 33 West 42d St. CHICAGO: 318 Fisher Building, 343 South Dearborn St.  
BOSTON: 510 Weld Building, 176 Federal St.

### AGENCIES

Denver, Los Angeles, San Francisco, Spokane, Portland, Vancouver—AMERICAN TYPE FOUNDERS CO. Atlanta, Ga.—Messrs. J. H. SCHROETER & BRO., 133 Central Ave. Toronto, Ont.—Messrs. MANTON BROS., 105 Elizabeth St., Canada West. Montreal, P. Q.—GEO. M. STEWART, ESQ., 92 McGill St., Canada East. Halifax, N. S.—PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces. Melbourne and Sydney, Australia—ALEX. COWAN & SONS, Ltd., Australasia.

# THE FUCHS & LANG MANUFACTURING CO.

## BRONZING MACHINES



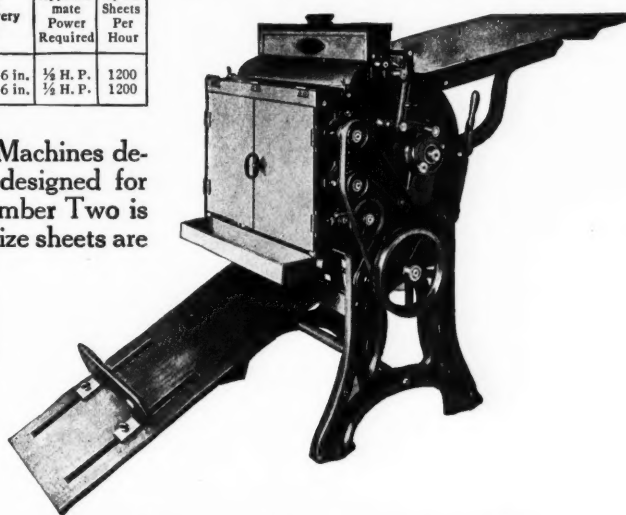
No.	Size of Sheet Inches	Floor Space over all	Floor Space Feed and Delivery Boards off	Approximate Power Required	Speed Sheets Per Hour
2	14 x 25	3 ft. 3 in. x 4 ft. 0 in.	3 ft. 3 in. x 2 ft. 4 in.	1/2 H. P.	1800

THIS little machine is designed for small shops in which saving of space is an object. It delivers under the feed board, thus minimizing the floor space. No printing office can afford to be without one. Bronze work is made a pleasure in an office where this little machine is used. For large shops it makes an excellent auxiliary bronzer. Highest praise from all who use them. Saves money and time. There is no necessity to reject Bronze work, for, by proper handling, Bronze will not be scattered around your workrooms.

No.	Size of Sheet Inches	Floor Space over all	Floor Space Feed and Delivery Boards Off	Approximate Power Required	Speed Sheets Per Hour
3	16 x 30	4 ft. 2 in. x 8 ft. 8 in.	4 ft. 2 in. x 2 ft. 6 in.	1/2 H. P.	1200
4	20 x 35	4 ft. 6 in. x 9 ft. 6 in.	4 ft. 6 in. x 2 ft. 6 in.	1/2 H. P.	1200

THE two sizes of Bronzing Machines described above have been designed for printing offices where our Number Two is too small and where medium size sheets are printed. These machines are as well and carefully built as the larger sizes, and have met with the thorough approval of all who have used them.

*Manufacturers of Printing  
Inks and Bronze Powders of  
the Best Quality.*



## The Fuchs & Lang Manufacturing Co.

119 W. 40th STREET  
NEW YORK

150 N. FOURTH STREET  
PHILADELPHIA

120 W. ILLINOIS STREET  
CHICAGO

A REMARKABLE  
**O S W E G O**  
 CUTTING MACHINE



Fig. 823

The Knife-Bar of the 92-inch Oswego Cutter Illustrated Opposite.

**OSWEGO MACHINE WORKS**

NIEL GRAY Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

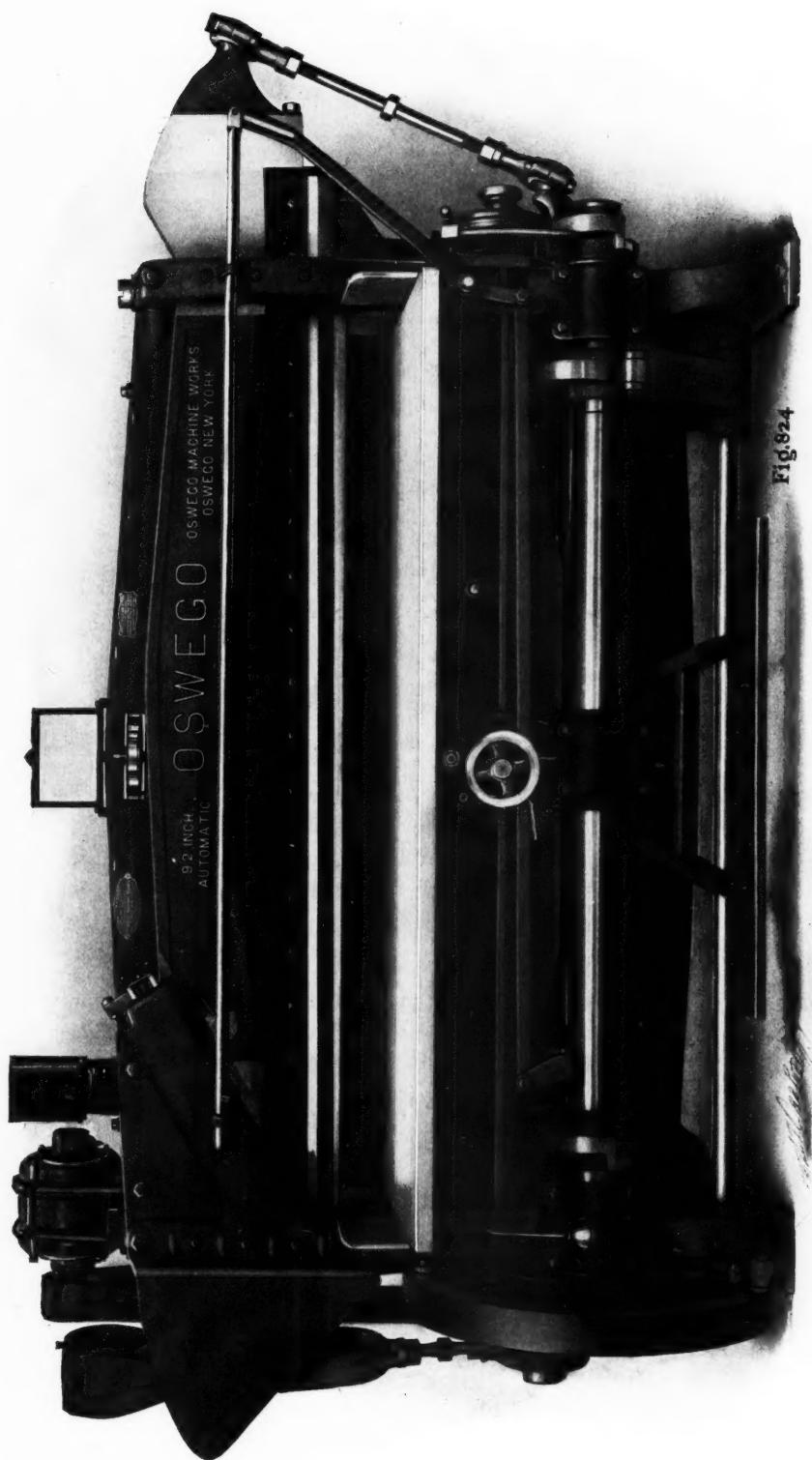
NEW YORK OFFICE: Room 2720 GRAND CENTRAL TERMINAL

Cutting Machines Exclusively.

Ninety sizes and styles. All generally in stock for instant shipment. The Oswego and the Brown & Carver, 16-inch to 108-inch. For Paper, Board, Cloth, Foil, Leather, Celluloid, Rubber, Cork, Etc.

*Sent on request:* The remarkable list of "SOME USERS," embracing the entire globe.





### The Oswego Giant Paper Mill Auto Rapid-Production Cutting Machine

Electric Motor Drive. Power-Driven, Roller-Bearing Back Gauge with Triple Adjustments. Instantly-Variable Automatic Clamping Pressure. Universal Starting Mechanism. Safety Steel Lock Stop Bolt. Double Shear Stroke of Knife with the New Power-Saving and Accuracy-Conserving Patented Oswego End-Pull Mechanism. Friction Clutch. Automatic Brake, etc.

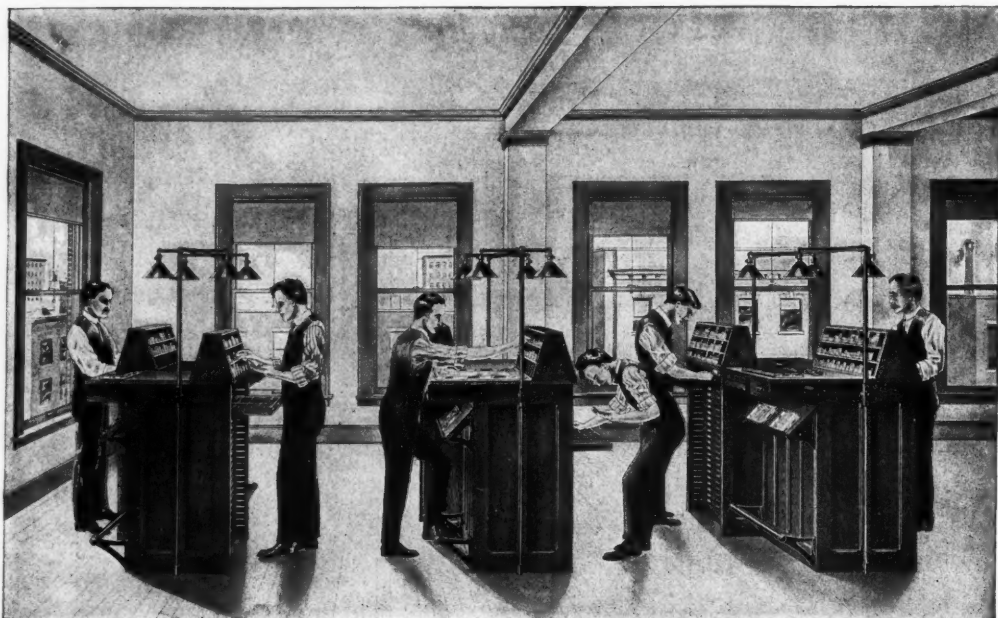


Illustration of Flat Top Wood Cabinet No. 2045. In Steel Construction No. 471.

# EVERY PRINTER

has problems peculiar to his own class of work. Equipment which might be admirably suited to one could very easily be deplorably inefficient for another. No printer can afford to have time-wasting equipment in his composing-room as this is the department where the labor item runs larger in proportion to sales than in any other, consequently lost time must be eliminated if a profit is expected from this department.

A variety of designs suitable for all classes of work have been carefully developed by this company. One of the new designs is a Flat Top Cabinet as illustrated above. Many kinds of work can be handled to the best advantage on a flat surface such as is supplied with this cabinet.

Without obligation on your part our Efficiency Engineer will call and go over your composing-room problems with you. This will probably be a profitable interview for both. Why not send for him to-day.

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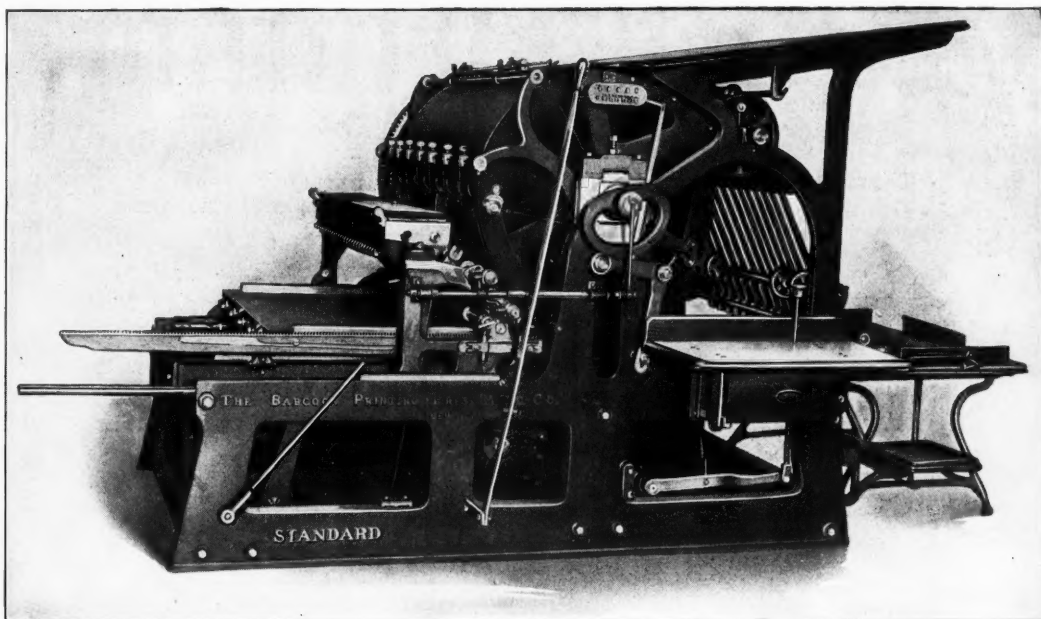
## The Hamilton Manufacturing Company

**HAMILTON EQUIPMENTS ARE CARRIED IN STOCK  
AND SOLD BY ALL PROMINENT TYPEFOUNDERS  
AND DEALERS EVERYWHERE**

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

# Babcock One-Revolution Presses



*For letter-press work not requiring exceptionally heavy distribution*

## Babcock One-Revolution Presses *are unequalled.*

They combine low first cost with low running expense. There are few adjustments and these of the simplest character. They are conveniently operated and easily "washed up."

*Our Salesmen will be glad to explain just what*

## The Babcock One-Revolution Press *will do for you.*

Manufactured in two and three roller sizes with either rack and screw or table distribution.

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

---

### The Babcock Printing Press Manufacturing Company

NEW LONDON, CONN.

38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle

Miller & Richard, General Agents for Canada—Toronto, Ontario; Winnipeg, Manitoba

F. H. Boynton, Sales Agent, 86 Third Street, San Francisco, Cal.

John Haddon & Co., Agents, London, E. C.

# Relief · Printing

## THE GRAVOPRINT

The most remarkable improvement in the art of letterpress printing as well as in the manufacture of printing inks that has been produced since the invention of engraved plates.

**AT LAST—** *You can produce all the effects of plates or dies even to the reverse indentation without any other operation than the usual impression.*

Relief Printing is exactly that. It is not a "Process," requires no powdering, no special heating machine, no extra operation. Simply print as usual with the same press, the same type or cuts, the same rollers.

*The Relief is in the Ink—it contains a chemical, the action of which draws the printed characters above the surface of the sheet.*

Manufactured in Dull Black, which produces the rich tone and color of engraving, and in Bright Gloss Black reproducing the steel die effects. Price: \$1.50 per pound.

## THE LITHOPRINT

Is a reproduction of STONE LITHOGRAPHY and OFFSET PRINTING from type, electrotypes and half-tones and on platen or cylinder presses. The difference between ordinary printing and LITHOPRINT is entirely in the ink. It is the first jet black ink manufactured for the letter press that equals the depth of color that is found only in the high-class stone and rubber blanket printing.

THE LITHOPRINT INK may be used on platen or cylinder presses with equal facility, on type, electrotypes or half-tones, and on practically any grade of stock from newspaper to coated. Made in DULL BLACK. PRICE \$1.00 per pound.

## THE TAGLIOPRINT

Is a reproduction of Intaglio Printing, the highest class of printing as yet developed. Intaglio printing is produced with engraved copper cylinders on very expensive machines and therefore it is limited in scope and usefulness. There are, perhaps, not more than a dozen intaglio printers, excepting newspapers, throughout the country.

But TAGLIOPRINT, the closest reproduction, is within the reach of every printer. To produce the TAGLIOPRINT requires no special equipment of any kind—*It's In The Ink.* The ordinary half-tone printed with TAGLIOPRINT INK reveals the same silvery lustre, the same softness of tone, and the same depth of color as the Intaglio. This ink also may be used on platen or cylinder presses, for fine or coarse screen half-tones, electrotypes or type, and on rough as well as coated stock. Made in Brown and Black, price \$1.50 per pound.

*TIME will come, is here now, in fact, when GRAVOPRINT, LITHOPRINT and TAGLIOPRINT will be distinctively demanded as high-class printing productions just as distinctly as are Engraving, Lithographing and Intaglio, and the progressive printer will be prepared.*

**SPECIAL TRIAL OFFER:** We will send one pound of each of the GLOSS GRAVOPRINT, DULL GRAVOPRINT, LITHOPRINT, and Black or Brown TAGLIOPRINT INKS, four pounds, standard price \$5.50, at 10 per cent discount. This applies to your first or introductory order only. Smaller orders are as listed. *Sent to any address upon receipt of price by*

## RELIEF PRINTING INK COMPANY

Originators of the GRAVOPRINT, LITHOPRINT and TAGLIOPRINT  
and the Special Printing Inks for Their Production

117 North Fifth Avenue, Chicago, Illinois

NOTICE: THE INKS manufactured by this company and the product thereof are protected by a series of applications for patents lodged with the Patent Office of the United States and principal foreign countries.



"The quality of your correspondence reflects the character of your work."

Sample of Oliver Printype

Note the distinction of this compared to this

"New and better things are constantly taking the place of the old."

Sample of Pica

# PRINTYPE

## *for Printers*

THE OLIVER NINE, with Printype furnished without extra cost, is the favorite typewriter in the printing world, as it is in other businesses.

Another thing that appeals to printers is that the Oliver never gets out of alignment. Only the Oliver has the arch-shaped type-bar, with broad bearings. This insures perfect and permanent alignment. Oliver type can not "run down at the heel" because it always strikes squarely. *Oliver workmanship is always the neatest.*

The distinctive quality of Printype in your correspondence, proposals and bids influences customers to rate the product of your establishment equally high.

IT WILL PAY YOU DAILY DIVIDENDS

## 17 Cents a Day

Our popular monthly payment plan enables you to own a new Oliver Nine *now*, without waiting. No extras. So why be content with an out-of-date typewriter when you can have this supreme achievement for 17 cents a day?

*Join the other printing establishments now which have adopted the Oliver Printype as the standard typewriter for the printing trade.*

## The Oliver Typewriter Co.

1406 Oliver Typewriter Bldg., Chicago

## Happy New Year To Our Friends Everywhere

May it be as Busy and Prosperous to  
You and Yours as 1916 was for us

For our part, we are almost wishing that we may not be *quite* as busy as in the tense year just closed—for there are limits to human endurance.

But that strenuous year taught us how to *get the work out*—raised the efficiency of our new plant—gave us opportunities of rendering *unusual* and much-appreciated services to printers who were up against the problem of increasing *their* producing capacity per man per day, and per unit of power consumed.

*Let Us Show You How*

## KIMBLE PRINTING PRESS MOTORS

(Alternating Current Only)

can increase your press-hour output, lesser spoilage, reduce the cost of electricity per thousand impressions, and tickle pressmen and feeders while it is doing these profitable things for you.

*Absolute and Flexible Speed  
Control with A. C. Electricity  
— is the Secret*

Send for our Red Book, and learn about these dividend-payers.



**Kimble Electric Co.**

635 N. Western Ave., Chicago

## DURABILITY

*is one of the characteristics  
that make a "Monitor" the  
best wire-stitcher investment.*

The best investment because it does all that any Wire Stitcher will do—and does it quicker, easier and better.

A "Monitor" purchased to-day means that your requirements for profitable wire-stitching are taken care of for many years to come.

**"All Ye Who Seek Profits Know  
the Monitor before You Purchase  
a Wire Stitcher."**



### No. 1 MONITOR

Capacity 28 sheets to 7/8-inch

This is the most popular stitcher used to-day, because it handles all work from a two-sheet pamphlet to a seven-eighth-inch book equally well. No change of parts has to be made.

**LATHAM MACHINERY CO.**

NEW YORK

CHICAGO

BOSTON

## GOUDY ITALIC

PATENT APPLIED FOR

36 Point

6 A \$3 30 11a \$3 00 \$6 30

**MONUMENTS UNVEILED**  
National guardsmen pay homage  
to hero with impressive ceremonies

30 Point

7 A \$2 55 14a \$2 55 \$5 10

24 Point

9 A \$2 15 18a \$2 25 \$4 40

**SUBJUNCTION**  
Model speakers use  
clear language and  
gestures that please

**ROUND PICTURES**  
The oval frame is much  
more used at present, as  
the circular form of art  
affects even the pictures

18 Point

14 A \$2 10 28a \$2 15 \$4 25

14 Point

19 A \$1 95 36a \$1 80 \$3 75

**GAINED PRODUCTION**  
The development of a modern  
printing plant requires careful  
selection of material and type  
and good judgment in placing

**AMERICAN STEEL CABINETS**  
Each unit of equipment was designed  
for a specific purpose and to afford a  
short cut to best results. Experts have  
studied requirements and have aimed  
at true economy and actual efficiency

12 Point

24 A \$1 75 46a \$1 70 \$3 45

**EFFICIENCY & PROFITS**  
Throughout the whole country  
big plants have been equipped  
with modern and time-saving  
devices, and all show increased  
daily production \$1234567890

### Goudy Italic

is a companion face to  
Goudy Oldstyle  
and is furnished in  
nine sizes, from  
6 to 36 point  
inclusive



These special characters  
are put up with every  
font of Goudy Italic

J T Y  
at Qu

10 Point

26 A \$1 65 52a \$1 60 \$3 25

**DECORATIVE MATERIALS**  
The new features of decorative job  
and book printing offer wonderful  
opportunities for printers who have  
the personal interest and necessary  
equipment for such work. The use  
of distinctive type produces quality

8 Point

29 A \$1 40 58a \$1 45 \$2 85

**PRACTICAL IDEAL IN PRINTING**  
A famous writer said that nothing tends  
more to elevation than to have a high ideal.  
The ideal in printing is that which inspires  
the printer to express the love of his work  
and his aspirations in his art. The artistic  
craftsman makes labor a source of content

6 Point

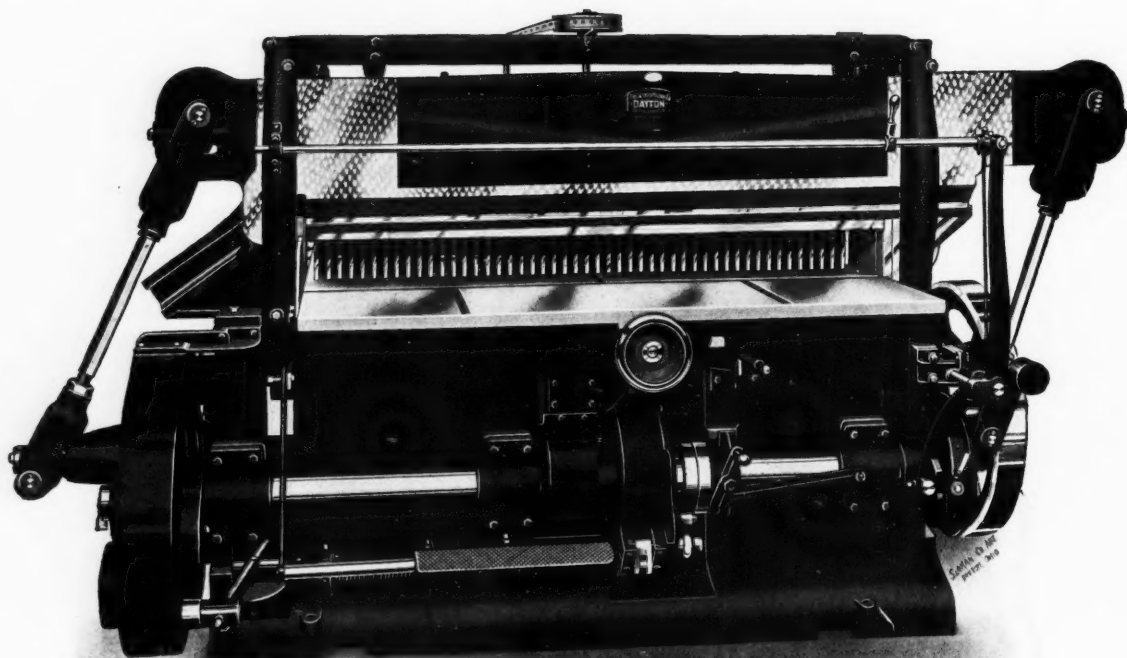
33 A \$1 25 65a \$1 25 \$2 50

**ANTIQUE AND OBSOLETE TYPE FACES**  
Unique and freaky type faces of the past have given  
place to groups of well designed, clean-cut faces of  
uniform style. Modern offices find that fewer faces  
and more type is the best rule to follow. Plants so  
equipped claim that the grade of work turned out  
is more satisfactory to their customers and of more  
profit to their shops. With full cases of a good type  
series, the saving is very considerable \$1234567890

**American Type Founders Company**

Please Mention THE INLAND PRINTER When Writing to Advertisers.

# The Seybold "Dayton" Automatic Cutting Machine



Illustration, 56-inch, 74-inch, 84-inch sizes

## *Maximum Profits*

can only be won nowadays by keeping ahead of the field.  
The Seybold Dayton Automatic Cutter saves time, labor and money,  
which count when in competition with the "Other Fellow."

INVESTIGATE

### **THE SEYBOLD MACHINE COMPANY**

*Makers of Highest Grade Machinery for Bookbinders, Printers, Lithographers, Paper Mills, Paper Houses, Paper Box Makers, etc.*

**Main Office and Factory, DAYTON, OHIO, U. S. A.**

THE SEYBOLD MACHINE CO., 151-155 W. 26TH STREET .....	NEW YORK
THE SEYBOLD MACHINE CO., 112-114 W. HARRISON STREET .....	CHICAGO
ATLANTA, GEORGIA..... J. H. SCHROETER & BRO.	TORONTO, CANADA .....
SAN FRANCISCO, CAL..... THE NORMAN F. HALL CO.	WINNIPEG, CANADA .....
DALLAS, TEXAS..... THE BARNHART TYPE FOUNDRY CO.	LONDON, ENGLAND .....
	THE J. L. MORRISON CO.
	TORONTO TYPE FOUNDRY CO., LTD.
	SMYTH-HORNE, LTD.



## Winning a Reputation

A MEISEL PRESS in the shop of any printer will enable him to do a certain kind of work better and cheaper than any of his competitors.

It will win for him the reputation and prestige of a "Specialist"—an enviable reputation in any line of endeavor because it means *real profits and steady business*.

We will be glad to suggest a "Specialty" line that will make it possible for you to enter a field from which competition is practically eliminated. You incur no obligation by asking for details. Do it to-day.

**Meisel Press Mfg. Company**

946 Dorchester Avenue, BOSTON, MASS.



Diamond Cutters Received the Gold Medal of Award at Panama-Pacific Exposition

## Keeping Up With To-day



THE last few years have tried, as never before, the mettle of men and metal of machines and equipment. Production demands have been exceptionally severe.

*To-Day's Demand Finds*

### DIAMOND POWER PAPER CUTTERS

ready. A DIAMOND will help you to keep ahead of requirements — to do a little better than you thought possible. Its speed and accuracy on ordinary cutting and trimming and its capacity for the unusual job makes it a source of *satisfaction and profit*.

The DIAMOND is built for the man who demands something better than *ordinary* production.

*Let us send you full details.*

**The Challenge Machinery Co.**

GRAND HAVEN, MICH.

CHICAGO: 124 S. Fifth Avenue

NEW YORK: Tribune Building



Diamond Cutters are Sold and GUARANTEED by Type Founders and Dealers Everywhere

Please Mention THE INLAND PRINTER When Writing to Advertisers.

# Reliable Printers' Rollers

## Sam'l Bingham's Son Mfg. Co.

**CHICAGO**

636-704 Sherman Street

**PITTSBURG**

88-90 South 13th Street

**ST. LOUIS**

514-516 Clark Avenue

**KANSAS CITY**

706 Baltimore Avenue

**ATLANTA**

40-42 Peters Street

**INDIANAPOLIS**

151-153 Kentucky Avenue

**DALLAS**

1306-1308 Patterson Avenue

**MILWAUKEE**

133-135 Michigan Street

**MINNEAPOLIS**

719-721 Fourth St., So.

**DES MOINES**

609-611 Chestnut Street

**CLEVELAND, OHIO**

1285 West Second Street

**SPRINGFIELD, OHIO**

Shuey Factories Building

# WHY IS YOUR SUCCESS?

*Success is not a matter of luck, but of merit. You do not get  
your business by luck, neither do we.*

The one and only reason why the Emboso Process continues to grow in popularity all over the world, is that it has real merit. It PAYS the printer who uses it.

There have been many imitations of the original, genuine EMBOSO PROCESS. There will be more, but *None of them have ever done anything it does not do, and none of them have ever done all the things it does do, so why bother with imitations? Use your own common sense.*



Patented May 7, 1912.

This is the machine that has done the beautiful art work about which the printing world is talking.  
ARE YOU READY FOR YOURS?

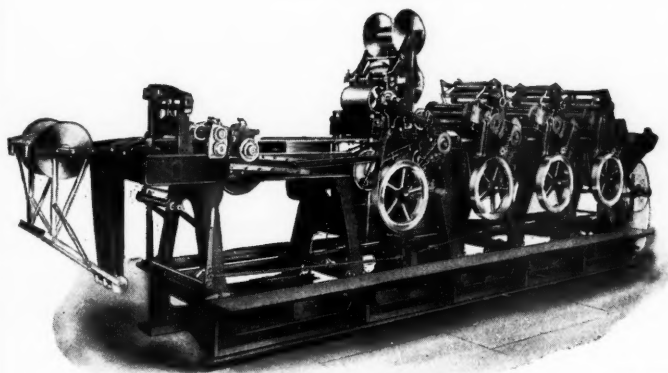


## EMBOSO SALES COMPANY

RIGGS BUILDING, WASHINGTON, D. C.

# New Era Multi-Process Press

**This is the Era of Specialists  
This is the Press for Specialties**



**5,000—8,000 IMPRESSIONS PER HOUR**

**Can Be Assembled to Print in ANY  
NUMBER of COLORS on ONE or BOTH  
SIDES of Stock**

**Uses Flat Plates or Type**

**Automatic Roll Feed**

**Rigid Impression Easy Make-Ready**

**Splendid Distribution**

**Attachments to Punch, Perforate, Cut to  
Size and a Great Variety of  
Other Operations**

**ONCE THROUGH THE PRESS  
COMPLETES JOB**

**Prompt Deliveries of Work Mean  
Pleased Customers**

This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

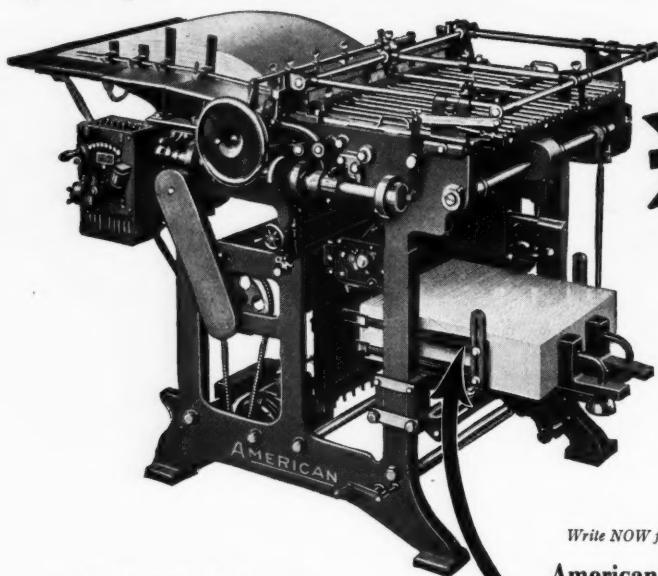
Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

**Built by The Regina Company** *Manufacturers of  
High-Grade Specialties*

**217 Marbridge Building, 47 West Thirty-Fourth Street, New York City**

# "AMERICAN"

9,000  
An Hour



**PACKED**

Speed in folding means more profit whether you operate the machine all the time or only 25% of it.

The American High Speed *Tapeless* (KNIFE) Job Folder folds *quicker and more accurately* than any other folding machine — is *easier to set and adjust* — *simpler to feed*.

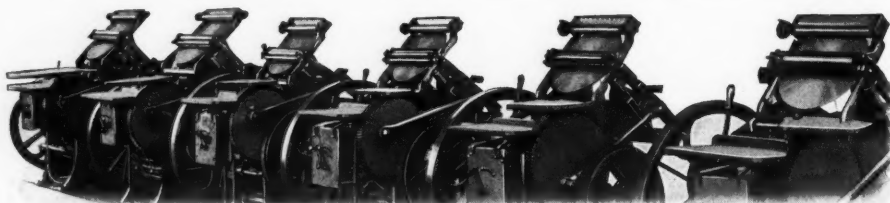
**Folds any stock — makes any fold.**

Write NOW for full details and the PROOF.

**American Folding Machine Co.**  
Warren, Ohio

This cut shows the Model "C" "American." Takes a 25 x 38 sheet and smaller sizes.

The ideal all around folding machine.



A BATTERY OF SIX PROFIT-PRODUCING JOB PRESSES EQUIPPED WITH DOYLE-ALLEN INK DISTRIBUTORS

## The Doyle-AlLEN Ink Distributor

**T**HIS profit-producing attachment will increase the capacity of your job presses for larger work, and improve the quality of all job work generally. It overcomes the streaking, and does away with double rolling of heavy forms.

THE DOYLE-ALLEN *Ink Distributor* is the only distributor for job presses on which the vibrating roller is *positively* driven by gears in combination with a rack at side of press. The experience of practical printers, who are now using it, proves that it not only saves time and material, but also produces cleaner and better results on all work. Send for samples of work and booklet.

For Sale by, All Leading Supply Houses

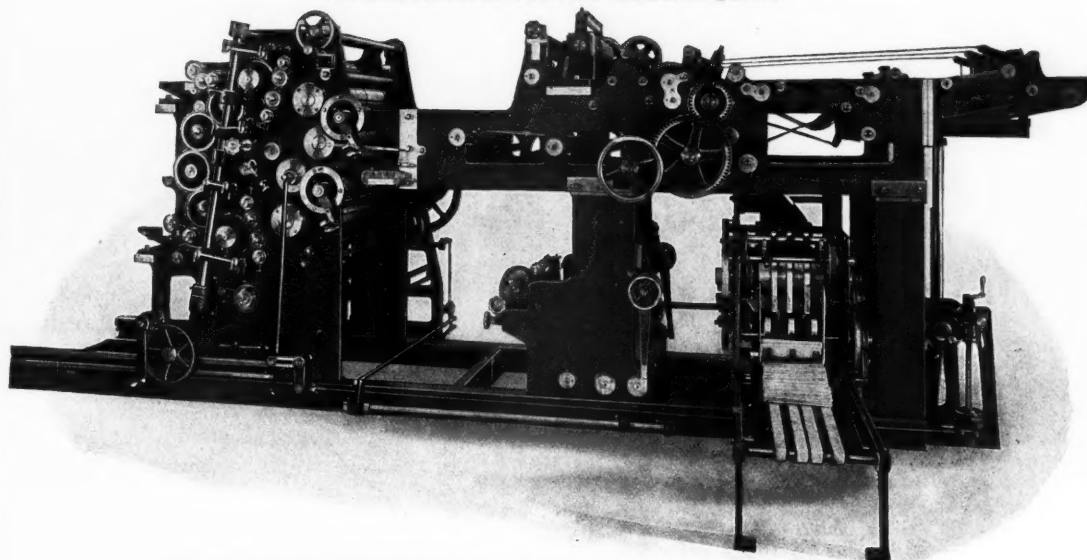
**BRITTON & DOYLE**  
*Press Room Efficiency Appliances*  
202 CAXTON BUILDING CLEVELAND

There are some seven hundred DOYLE-ALLEN *Ink Distributors* in operation in approximately five hundred plants. This shows that a large percentage of our business has been repeat orders, and that there is real merit in this device. Have your job presses equipped with DOYLE-ALLEN *Ink Distributors* if you want them to produce better and more profitable work.



## Few Words Well Put Surpass Long Stories

WE MANUFACTURE A COMPLETE LINE OF ROTARY PRESSES AND ARE FULLY PREPARED TO MEET YOUR REQUIREMENTS WHETHER STRAIGHT OR SPECIAL.  
WE EARNESTLY SOLICIT YOUR INQUIRY



### KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 BROADWAY  
GIBBS-BROWER COMPANY, Agents

184 SUMMER STREET, BOSTON, MASS.  
445 KING STREET WEST, TORONTO, CANADA

## The Road to New Business

*Many a big printing account has started with  
a little job on the Chandler & Price Gordon*

The best customers seldom start you on a big job—they are not so easily won.

Go after such prospects and urge that you be given a chance on the first little job that comes along.

You can put such work on the C. & P. Gordon, make ready easily, show good proofs, run the job at low cost and turn out a piece of printing that will do you credit with the most particular buyer.

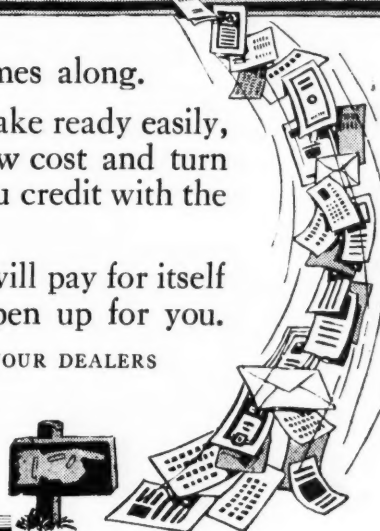
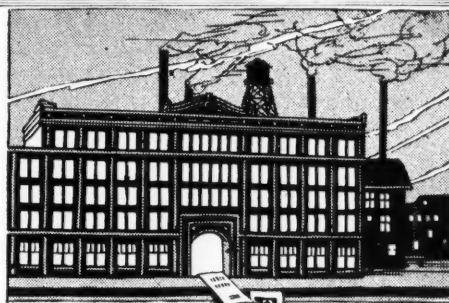
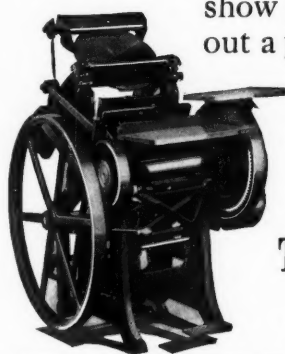
A New Series Gordon Press will pay for itself in the new business it will open up for you.

SEE THIS BUSINESS-GETTER, AT YOUR DEALERS

### The Chandler & Price Co.

CLEVELAND, OHIO

AGENCIES AND DEALERS IN PRINCIPAL CITIES



Please Mention THE INLAND PRINTER When Writing to Advertisers.

# 7,000 to 8,000 Impressions per Hour



## Convenient Delivery

**L**AST MONTH we described how both feed table and inking mechanism could be swung completely out of the pressman's way, allowing for easy adjustment of curved plate, tympan, etc.

You will observe that the delivery board is located directly under the feeding table, so that the work is always in sight and in reach without walking around the press.

Sheets are delivered printed side up, and jogging is perfect at practically all speeds. (The upright guides on the delivery table are hinged so that the finished work can be conveniently and quickly removed.)

As sheets are fed to the press from the bottom of the pile, additional stock can be placed on the feeding table as required, while the press is in operation.

A Stokes & Smith Press with its high guaranteed speed and convenient operation offers new possibilities for increased profits on commercial work of widely varied character.

Complete catalog and any special information sent on request. Write to-day.

**Stokes & Smith Company** Northeast Boulevard, Philadelphia, Pa.  
London Office - - - 23 Goswell Road

## This Printer Was Prepared

Scene: A Printing Office

Time: A year from now, five years, or ten years — in fact, any old time.

Enter: General Manager and Composing-Room Foreman.

**MANAGER:** Charlie, we've landed that Jones & Smith account. We start on their house-organ and general catalogue next month.

**FOREMAN:** All right, but you know it'll mean buying another typesetting machine. We have so many face changes now, the way composition has been increasing lately, that we can hardly get along as it is.

**MANAGER:** Well, how about that Intertype standardization scheme? Can't we change the A and B into three-magazine machines?

**FOREMAN:** By George, I never thought of that. Sure we can! We can change them both, right here in the shop. And that'll give the operators three more magazines—six more faces always ready. (Business of thinking how he can take some of the credit for himself.) Now aren't you glad I insisted on your buying standardized Intertypes?



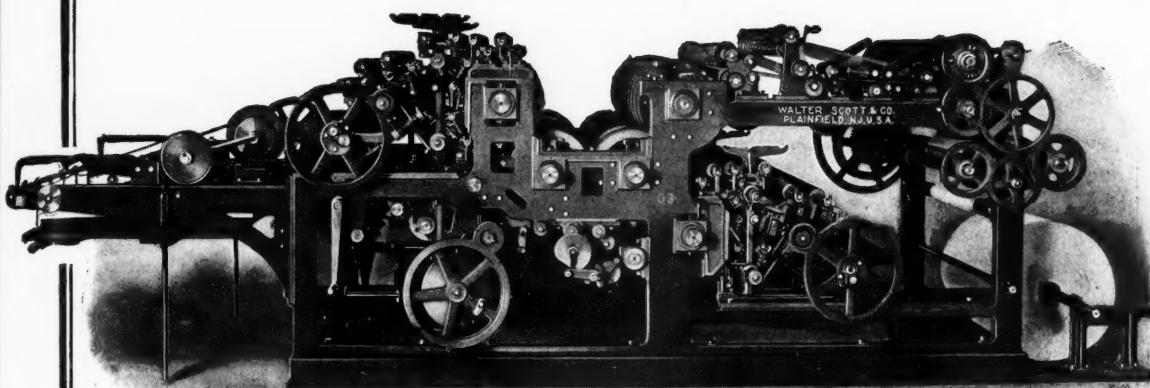
# INTERTYPE

CORPORATION

NEW YORK World Building CHICAGO Old Colony Building NEW ORLEANS 539 Carondelet St. SAN FRANCISCO 86 Third St.

### INTERCHANGEABLE INTERTYPES

Model	Model	Model
A	B	C
Single Magazine	Two Magazines	Three Magazines
\$2100	\$2600	\$3000



*No Need to Worry with a*  
**Scott All-Size Rotary**

if the publication you are running changes its size, for the press cuts off any length of sheet, and any width of paper can be used up to 50, 60 or 70 inches, according to the size of press.

**If an Extra Color is Desired**

by your customer, on one or both sides of the sheet, the latest Scott All-Size Rotary Press is provided with extra printing cylinders, also fitted with oil and roll offset device, and is capable of doing a good grade of printing.

**You Should Take Time**

to investigate the merits of this machine as it has proven a good investment wherever installed, and if you have long runs of presswork this press will make money for your company.

---

**SEND RIGHT NOW FOR FURTHER INFORMATION**

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**WALTER SCOTT & COMPANY**

DAVID J. SCOTT, General Manager

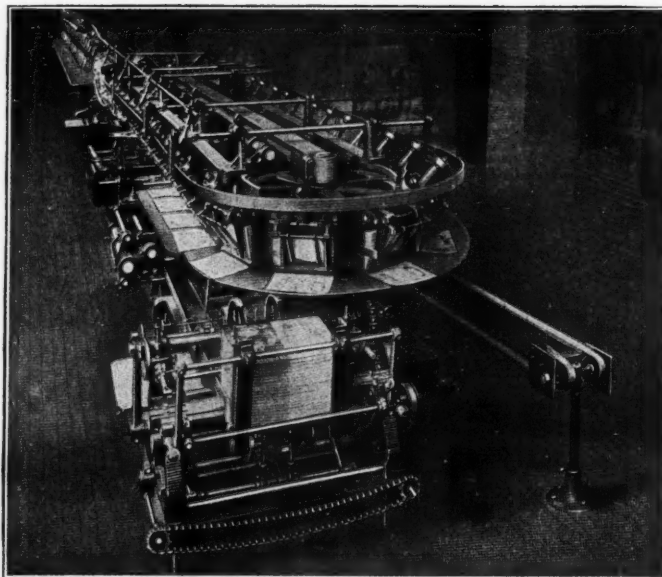
NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway, at 42d St.

CHICAGO OFFICE: Monadnock Block

**Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.**

CABLE ADDRESS: WALTSCOTT, NEW YORK.

CODES USED: ABC (5th EDITION) AND OUR OWN



## The Juengst Machines

**Gather, Stitch, and Cover, or  
Wireless Bind Books While  
in Continuous Motion**

They have no equal for accuracy, durability and product.

They are protected by broad basic patents and the public is warned against infringements.

If you want to reduce production cost and know your books are correct, write us.

No bindery is complete without them.

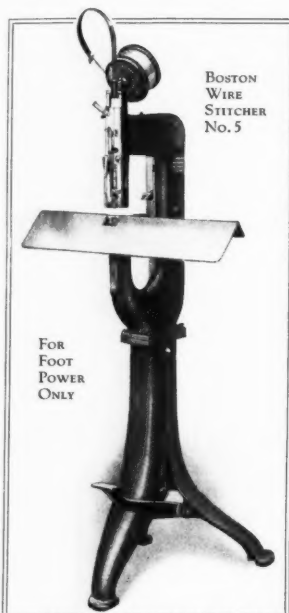
**American Assembling Machine Company, Inc.**

(Successors to GEORGE JUENGST & SONS)

New York World Building, New York City

Factory: Croton Falls, New York

## A FOOT POWER WIRE STITCHER



¶ The Boston No. 5 Foot Power Wire Stitcher fills every requirement of offices not needing the power models

Capacity, two sheets to one-half inch, fine round and flat wire; easily operated by foot treadle; Boston quality of stitching; all working parts in full view; very simple in design; flat and saddle table; singly adjusted to thickness of work

THERE ARE FULLY SIX HUNDRED USERS OF THE BOSTON No. 5  
FOOT POWER WIRE STITCHER

WRITE THE SELLING AGENT FOR FULL PARTICULARS

**AMERICAN TYPE FOUNDERS CO.**

Set in Goudy Oldstyle



# NOW WHAT STOCK SHALL WE USE?

**Y**OUR COPY has at last received the final O. K. The illustrations are ready for the engraver. You have a pretty definite idea of the color scheme you wish to follow and of the effects you desire to get on your covers. Now for the selection of the

## PAPER

How to get the utmost value out of your copy and cuts—how to get the best typographical effects and to keep the *cost* down to a reasonable figure—how to make your book large enough to tell your story completely and still to keep it light enough for economical mailing—these are questions that call for the knowledge of the paper expert.

We maintain an organization of trained men who are prepared to assist printers, lithographers and publishers to the solution of their paper problems. They *know*—and their knowledge is yours to command. No matter whether it be the selection of paper for wrapping merchandise, for office stationery or for printed matter, the Whitaker man will advise you intelligently and with a desire to serve you. There is no charge or obligation for this service.

**Paragraphs**

*our monthly magazine about paper is wonderfully helpful to the producer and the buyer of printing. If you do not already receive it drop a card to our nearest division, and we will place your name on our mailing list.*



**The Whitaker Paper Company**  
Cincinnati, Ohio

Birmingham

Detroit

Atlanta

BAY STATE DIVISION

Boston

SMITH, DIXON DIVISION

Baltimore

New York Office—Fifth Avenue Bldg.

Chicago Office—People's Gas Bldg.

## Compare the Weight of The Golding Art Jobber

With Other Heavy types of Job Press and  
Note the Golding is the Heaviest of All



WEIGHT  
12 x 18—2800 lbs.  
15 x 21—3450 lbs.

**STRENGTH**—If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centers (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

**DUPLEX DISTRIBUTION**—This means two distinct distributions from two separate points at each impression. The four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

**Treble Distribution**—Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

**SPEED**—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

**Strength — Distribution — Speed —**  
**assures quality production — with Profit.**

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of print-shops.

Write for a copy of "A Catechism on the  
Golding Jobber."

**Golding Manufacturing Co.**  
FRANKLIN, MASSACHUSETTS

For sale by all Typefoundries and Printers' Supply Dealers.

## The Moderate Price of the "Tatum" Round Cornering Machine Leaves No Excuse for Your Being Without It.

Add a "TATUM" Round Cornering Machine to your bindery equipment and you will have a big advantage over your competitors. You can cut down the cost of production and at the same time improve the product.



The Price is  
Insignificant  
**\$25.00  
ONLY**

57 YEARS OF KNOWING HOW

This worthy addition to "The Line of True Merit" is a combination of maximum efficiency and minimum cost. The machine is self-contained, fitted with adjustable gauges and an automatic clamp, leaving both hands free to handle the stock. You have a choice of three styles of blades, as shown by corners A, B, C, of panel.

**The Sam'l C. Tatum Co.**

Main Office and

Factory:

Cincinnati, Ohio  
U. S. A.



New York Office:

54-60

Lafayette Street

Makers of the "True Line of Merit"

*One Year Ago the First Announcement of*

## The Delphos Two-Revolution Press and Mechanical Feeder

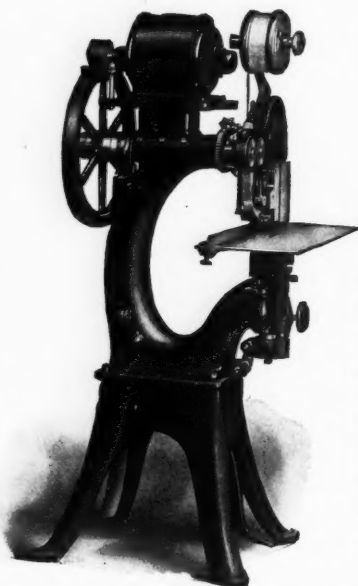
was printed in *The Inland Printer*. It was graciously received and the year has brought us unqualified success. We have demonstrated our ideas, practically, to all printers who invested us with their confidence, and they, as well as we, are getting the benefit of "Delphos" merit.

¶ We take this opportunity of thanking them for their share in our success, and of assuring our old, as well as our new customers that the coming year will see the same accuracy and careful attention to detail built into The Delphos, and the same service rendered that has been so satisfactory during the past.

---

The Delphos Printing Press Co.

Delphos, Ohio



## PERFECTION No. 6

### THE Stitcher for General Utility

By general utility we mean a machine adaptable to every need of the average shop.

A machine that can *instantly* be regulated to any desired thickness within its wide range of capacity — two sheets to 7-8 inch.

A machine that will take round wire 20 to 28 gauge, or any combination of flat wire between and including these sizes, and a machine that can not be put out of order by ignorance or mistreatment.

There are many exclusive features characteristic of every **Perfection Model**. This is why they have met with such a great popular demand for the past 30 years.

*These exclusive features and other interesting details are described and illustrated in an attractive booklet we would like to send you. Ask for a copy to-day.*

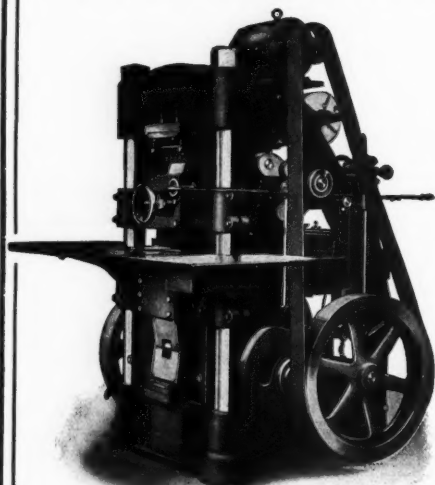
## THE J. L. MORRISON COMPANY, Inc.

NEW YORK CITY  
151-153-155 W. 26th Street

CHICAGO  
116 W. Harrison Street  
Phone, Harrison 6045

NIAGARA FALLS, N. Y.  
Home Office and Factory

## The Carver Automatic Die and Plate Presses



being constructed of the best grade of material and under the most careful mechanical supervision, are able to produce the largest quantity of the highest grade work in a given time.

They have the largest sheet feeding capacity.

The cloth wipe for steel and copper plate work is used on CARVER PRESSES only.

### C. R. Carver Company

CANADIAN AGENTS:

MILLER & RICHARD, Toronto and Winnipeg

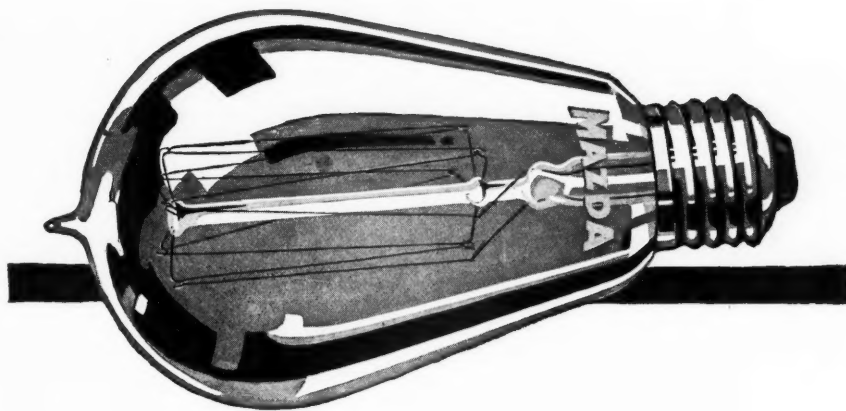
SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

N. W. Cor. Twentieth and Clearfield Streets  
PHILADELPHIA, PA.

EXPORT AGENT, EXCEPT CANADA:

PARSONS TRADING CO., Sydney, Mexico City and New York





# MAZDA

*"Not the name of a thing, but the mark of a service"*

MAZDA Service—a systematic research for making good lamps better

---

**The Meaning of MAZDA**

---

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service. MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



**RESEARCH LABORATORIES OF  
GENERAL ELECTRIC COMPANY**

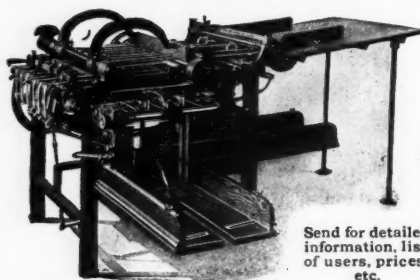
4629

## ANDERSON No. 110

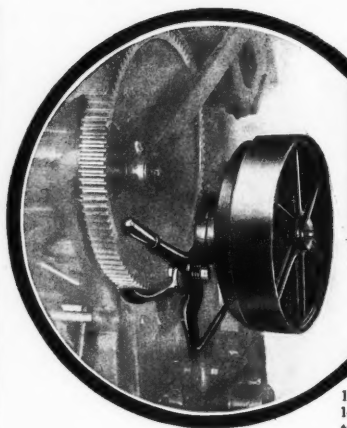
### HIGH SPEED JOB FOLDER

In speed and in accuracy, in simplicity and cheapness of operation, in durability, and in variety of folds, the Anderson No. 110 duplicates the ability of far costlier folding machines.

C. F. Anderson & Co. 710 S. Clark St. CHICAGO



Send for detailed information, list of users, prices, etc.



**More profit  
in job  
presswork**

**FAST OR SLOW**—the variation between the maximum and minimum degrees of speed at which your job press can be run is very limited, and it's often a problem which to instruct the feeder to use. In some cases, fast feeding means poor quality, and slow feeding results in no profit.

**A HAPPY MEDIUM**—the speed at which you can run your presses and get both quality and profit out of every job—is possible with

### HORTON VARIABLE SPEED PULLEY

This simple appliance gives the feeder absolute control of the speed of his press at all times.

It places a lever within easy reach of the right hand, and it's just a matter of pushing this lever up (fast) or down (slow) to get any degree of speed, from a dead stop to the maximum.

But this is not the only advantage. It also

releases the clutch and applies the brake in the same operation. It eliminates belt shifting, and prevents jerky motion and fusing.

It takes the place of drive pulley, loose pulley, belt shift and brake, and does away with an expensive variable speed motor and starting box. It can be used with any kind of power, belted direct or to line shaft.

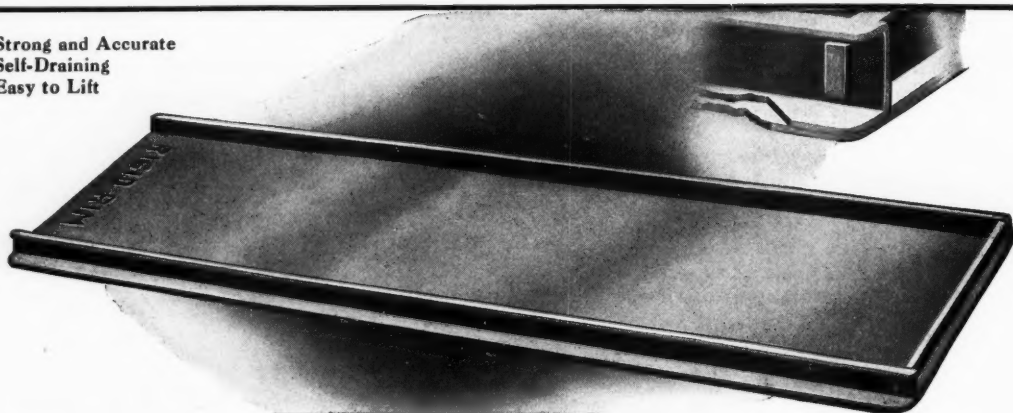
Write and ask for details about a 30 days' free trial offer

**HORTON MFG. CO.**

3012 University Avenue, S. E.  
MINNEAPOLIS, MINN.



**Strong and Accurate  
Self-Draining  
Easy to Lift**



## Challenge Rigid-Rim Strongest Steel Galley Made

**T**HE price is only a trifle more than ordinary steel galleys, but you will find the RIGID-RIM by far the *most economical* because it will stand the wear and rough handling. As a working galley it is just as convenient and durable as the expensive brass galley. As a storage galley it is superior to any galley made because its wide rims absolutely prevent contents of galley from coming in contact with steel runs of galley cabinet. If you want a low-priced galley that will do regular *Job Service* as well as *Storage Service*, buy the Challenge RIGID-RIM. Kept in stock and sold by the typefounders and dealers in all principal cities. Write for prices.

NOTE—We also manufacture the well-known Challenge Pressed Steel and Galvano Steel Beaded Edge Galleys. A small sample Challenge Pressed Steel Galley complete with new improved Challenge Galley Lock will be mailed free to established printers upon request.



**THE CHALLENGE MACHINERY CO.**

CHICAGO  
124 S. Fifth Avenue

Grand Haven, Mich.

NEW YORK  
Tribune Building

## Bond Papers

### Marine, Marquette and Willow Bonds

These special rag papers adapt themselves readily to every purpose for which bond papers are used. They offer great strength, a wide range of colors and exceptional printing qualities.

Heretofore rag bonds have been expensive. Lately the demand for sulphite bonds has forced their price up. You can now get Marine, Marquette or Willow Bonds at a very slight increase over the sulphite bonds.

The better value, better service, make it worth your while to try Marine, Marquette and Willow Bonds.

#### Swigart's Suggestion Book

shows the practical application of these bond papers for lithographed, engraved and printed stationery. This book will give you ideas for your own use—for your customers. Send for it.

*Mailed Free on Your Request*

**SWIGART PAPER COMPANY**

653 So. Fifth Ave., Chicago

## THE JAENECKE PRINTING INK CO.

CHAS. H. AULT, President and Treasurer

Ever Use Our

### N-O-S Compound?

Try it—as the addition of a small quantity to any ink obviates the necessity of slip-sheeting—always costly and a nuisance. N-O-S Compound only costs \$1.50 per lb. Special price in large quantities.

Branch Offices in

New York    Baltimore    Chicago  
New Orleans    Detroit  
And From Jobbers Everywhere



**FINE PRINTING & LITHOGRAPHIC INKS**  
NEWARK, N. J.



An Ingot Machine is a Big Asset in the Plant that operates one or more Type Casting Machines of any kind.

#### PERFECTION AUTOMATIC INGOT MACHINE

This is *the one* to have because it's inexpensive—because it's new and has many exclusive features that are conducive to cheap operation, simplicity and satisfactory results.

*Send for complete details.*

*Price, \$100.00*

**THE F. C. DAMM CO.**

701 So. La Salle St., CHICAGO

# THE INLAND PRINTER

*The Leading Trade Journal of the World in the Printing and Allied Industries*

A. H. McQUILKIN, Editor

Vol. 58

JANUARY, 1917

No. 4

Issued promptly on the first of each month. THE INLAND PRINTER aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries.

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PUBLISHED MONTHLY BY

**THE INLAND PRINTER COMPANY**

632 SHERMAN STREET, CHICAGO, U. S. A.

*Address all communications to The Inland Printer Company*

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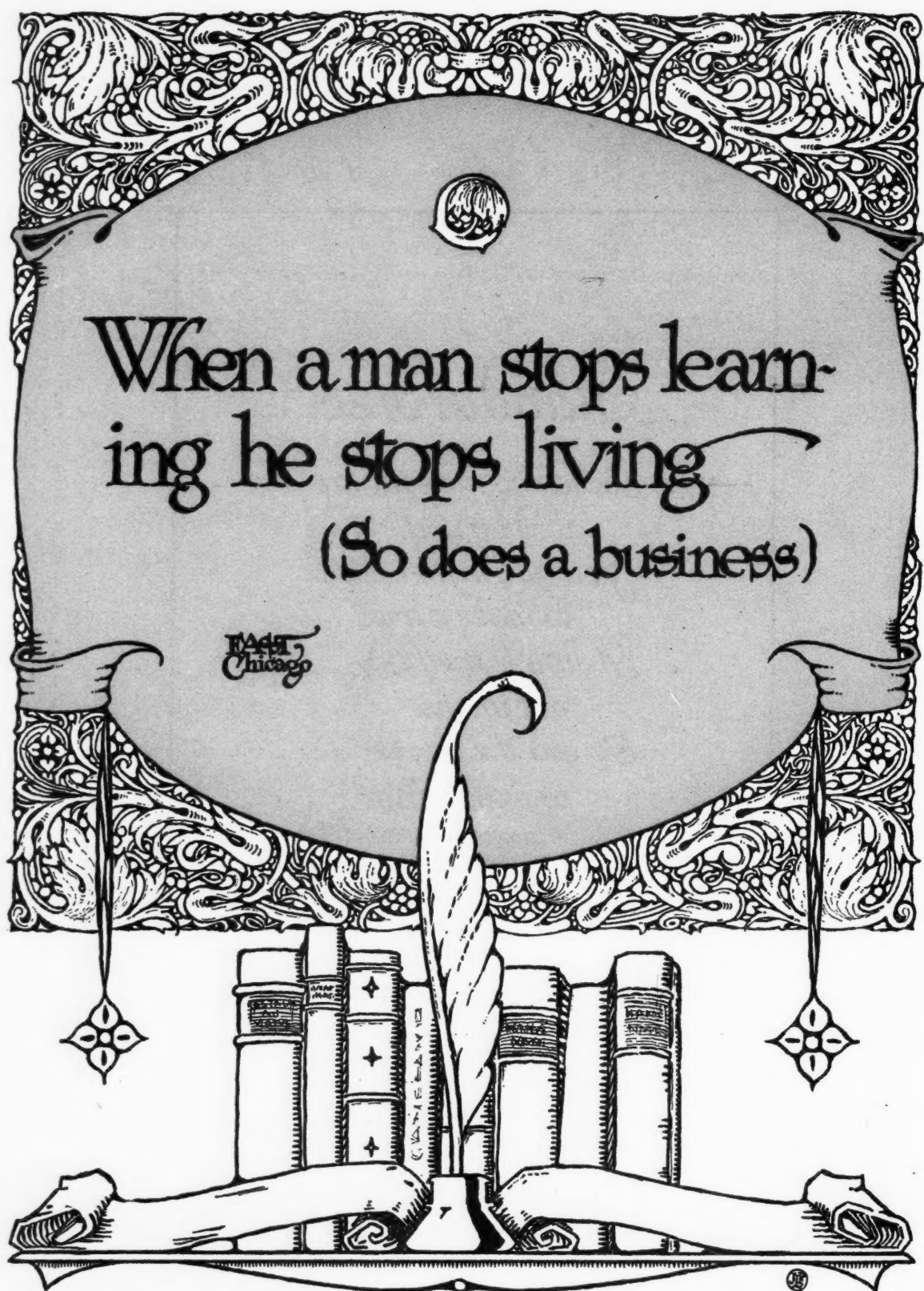
# *Standardize*

*Believing men mean  
well by you,  
You give them cause  
to make it true.  
A simple method~  
not unwise~  
To aid the world  
to standardize.*



KYKOPRON

Designed and lettered by F. M. Kofron, assistant instructor Inland Printer Technical School, department of job composition and hand-lettering.



Designed and hand-lettered by J. L. Frazier, chief instructor Inland Printer Technical School,  
department of job composition and hand-lettering.

# THE INLAND PRINTER

The Leading Trade Journal of the World in the Printing and Allied Industries

Terms: United States and Canada, \$3.00 a year in advance. Foreign, \$3.85 a year.

Vol. 58

JANUARY, 1917

No. 4

## MOVING PICTURES OF THE PAST

No. 1.—By DAVID GIBSON

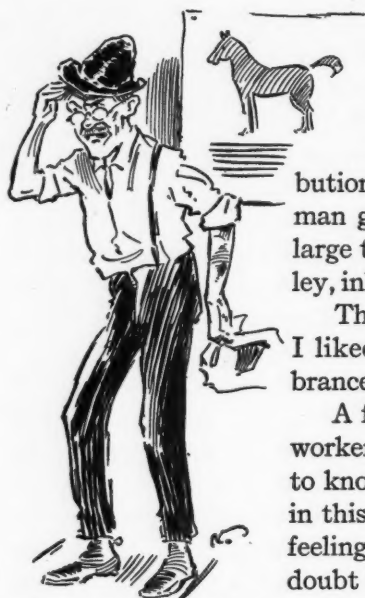
*History was made in the old-time printing-office; individuality was developed; human ideals and aspirations had a place. In it men lived to do as much or more than they lived to gain. There was an inherent culture field for mental growth. No one is better fitted to move this picture of the past than David Gibson, a man of ideals, of analytic power, and of abounding sympathy.—Editor.*



ALL my life I have been fond of printers. For many years I have been in daily association with them, and I can not recall one that I really disliked — and I can not say the same of men in other trades, professions and businesses. I liked the first printer I ever saw at work. When I was a little boy in central Indiana, my father took me one day to a country newspaper office, and while he talked politics with the editor I drifted back into the composing-room and pressroom — one of the printing-offices common a generation ago, with circus posters over the walls, the floor worn down, save for little mounds of wood around the nail-heads, a gravestone for an ink-plate, and a zinc-covered table for an imposing-stone.

A small cylinder press in the middle of the floor, a fly-wheel on the cylinder and a handle on it, was being turned by a one-armed man who had worn almost a hole in the floor at the exact place occupied by his two feet. The press was turning out large sheets with a cut of a shapely horse in the center.

At about every ten revolutions of the press one of those stud-horse bills would miss delivery and wind around the ink rollers, and a small old man, in a peaked hat something like that worn by circus clowns, who was feeding the press, would jump down off his box and pull the sheet off the rollers, all the while uttering a volley of profanity and other expressions not fit to print, and which added materially to my boyhood vocabulary.



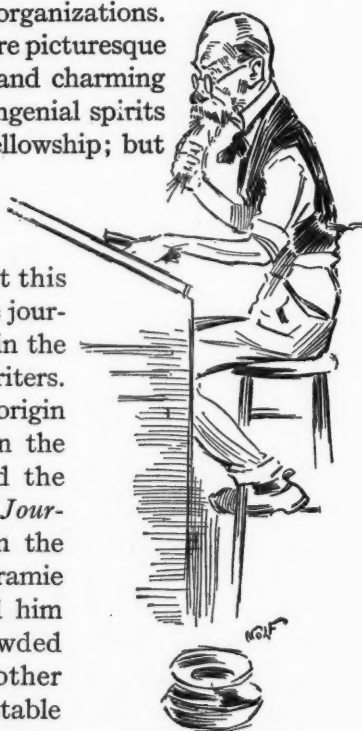
*Uttering a volley of profanity  
not fit to print.*

A very old man with a large red nose, roguish eye and Walt Whitman whiskers, sat at a case. He stroked his whiskers every time he looked at his copy and stopped as he justified every line to make a large contribution to a very full cuspidor at his side. This old man got down off his stool, pulled out a case of large type, set up my name, blocked it up on a galley, inked it and pulled a proof and handed it to me.

This was my first introduction to a printer, and I liked him and I have retained kindly remembrances of him to this day.

A few years later, as a loafer and at length as a worker around country newspaper offices, I came to know the type of tramp printer. In all printers in this and times past I have observed a fraternal feeling not seen in any other trade, and this is no doubt the reason printers have the best and most constructive of labor organizations.

Tramp printers were picturesque characters, full of good stories, good humor and charming reminiscences. Many of them with their congenial spirits and responsive souls succumbed to good fellowship; but they did not hurt any one but themselves, and I have known men more temperate who hurt others and finally succumbed to far worse than good fellowship. It was about this time that Edgar Wilson Nye loomed up on the journalistic horizon. He was just being quoted in the eastern press and talked of by newspaper writers. All were eager to know something of the origin and personality of this new star of humor in the West. One night word was passed around the editorial department of the old *Indianapolis Journal* that there was a tramp printer back in the composing-room who had worked on the Laramie (Wyo.) *Boomerang*, Nye's paper. We found him by the composing-room stove and all crowded around him. He told us, among many other details, that Nye's office was above a livery stable and that on the door was a sign, "Twist the gray mule's tail and take the elevator."



*Stroked his whiskers every time  
he looked at his copy.*



James Whitcomb Riley, who, while not long a worker on the *Journal*, hung about the office, pushed through the crowd, eyed the itinerant and said, "Why, my friend, you haven't enough clothes on to pad a crutch."

"Yes," replied the itinerant with a little hesitancy, "but you should have seen me before I struck the *Boomerang*—I didn't have enough to dust a fife."

Those who had shifting feet in our early days will remember the iconoclastic weeklies of a generation ago; and, by the way, they are coming into vogue again. Twenty-five years ago there was hardly a town of any size that did not afford one of them at least, edited by a man with a virile character and a facility for picturesque expression. Talk about the yellow journal of to-day, it is not in it with a bad case of rival editors in the old days.

In times past newspapers were not read by women and children as they are to-day, and much that they contained would be unprintable in the yellowest of the yellow of the present.

In Oil City, Pennsylvania, the old *Derrick* office stood by the river at the end of the street. A rival editor up town referred to the *Derrick* as "our esteemed contemporary at the mouth of the sewer."

At Haughville, Indiana, there used to be two papers. One was the *Reporter* and the other was the *Advocate*. One day the *Advocate* contained this personal item: "Pude Williams of the Three Notch road came into this office yesterday and signified his intention of sticking to the *Advocate* by paying his subscription in advance for another year. That's right, Pude; stick to the *Advocate* and you will wear diamonds in your shirt-front."

The *Reporter* quoted this item, with the comment: "That's right, Pude. Stick to the *Advocate* and you will wear diamonds, but they will not be in your shirt-front; they will be in the bosom of your trousers and your clothes will be in rags."

One characteristic of the old editors was their tendency to burlesque even sacred things. I remember the following obituary in a weekly:



"Before I struck the '*Boomerang*' I didn't have enough to dust a fife."

"The death angel swooped down on the peaceful home of Jingley Jones, east of the sawmill, last Wednesday, and bore him peacefully away. The tubes by which the wind reached the lobes of his lungs got choked up and death came as a great *boon*. Death loves a shining light and it certainly hit a dandy when it loosened up on Jingley."

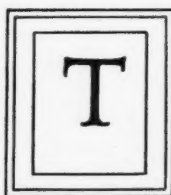
Here is another from the same paper: "It is with much regret that we learn of the death of Josiah Snowden of Two-Mile Church. The sun has certainly gone down on the prairie of a noble life and left for us memories of him in the beauty of the afterglow. By the virtue of his life, his grain has been harvested and cast into the Lord's granaries. His ship of life has weathered all of the Devil's storm of temptation on the high seas and has now cast its anchor in the harbor of safety.

"N. B.— Since writing the above Josiah passed the office on the other side of the street, alive and well, but we have spent so much time on his obituary that we will let her go."

## THE MAKING OF A NEWSPAPER PRESS\*

No. 1.—By LOUIS A. SCHMIDT

*The reason why of a press or any other machine is the first essential in knowing how to operate it. The operator who knows the principles on which the designer and constructor of the press developed the mechanism will not be likely to work at cross purposes with these principles, but will bend his mind to operate with them. Ignorance, prejudice, or misconception often frustrate the plans of the best minds. These articles, explanatory of principles, are based on the construction of a certain type of press, but their modifications are applicable to all newspaper presses.—Editor.*



THE first question which has to be settled when a newspaper press is to be designed, is the size of the page. The page is made up of the printed-matter and the margins around it—that is, the center, side, foot and head margins.

The width of the printed-matter depends on the number and size of columns and thickness of the column rules; the length depends on the length of column rules and width of date-line.

The margins should be as narrow as permissible, not alone to provide all the space possible for the printed-matter, but to save paper. Margins are a necessary evil and are quite expensive to the publisher.

\*Copyrighted, 1917, by Louis A. Schmidt, mechanical engineer with R. Hoe & Co., New York.

In all up-to-date newspaper presses the length of the page determines the diameter of the plate cylinders, while the width of the page determines the length of the cylinders or distance between the side frames of the press.

It may be mentioned here that the process of making the stereotype plates reduces the size of the printed-matter, due to the shrinkage of the metal. This amounts to about  $\frac{1}{8}$  of an inch in the length of the page and  $\frac{1}{16}$  of an inch in the width, and this, of course, must be considered when designing the press.

As previously mentioned, the length of the page determines the diameter of the cylinders. In most presses the cylinders are arranged to take on 2 pages or plates around and 4 abreast; this is termed a double-width press. Cylinders can also be arranged with only 2 plates abreast, which would be a single-width press.

Cylinders with a certain diameter will always give a certain length of page, although the printed-matter may vary somewhat. It may be shorter, which would make the head and foot margins wider, or vice versa. The length of the cylinder can be arranged to take on different widths of plates, and the same refers also to the ink distribution as well as to the folder. The average width of printed-matter varies between 7 columns  $12\frac{1}{2}$  ems wide and 8 columns 13 ems wide, with a center margin of 1 to  $1\frac{1}{4}$  inches and an outside margin of  $\frac{1}{2}$  to  $\frac{5}{8}$  inches. This makes a 4-plate-wide paper from about 64 to 76 inches wide, respectively. The cylinders should be arranged to take on any width of paper between these two sizes, for even if a publisher may at present print a page of 7 columns each 13 ems wide, he may in the future go to 8 columns  $12\frac{1}{2}$  ems, or even 8 columns 13 ems, and can also go to 7 columns  $12\frac{1}{2}$  ems.

After the size of the page has been settled, the question of the number of pages arises—that is, the largest product the press must be able to print and fold. This will determine the length of the cylinders—that is, whether 2 or 4 plates wide—the number of same and dimension and size of folder.

We will assume that a press is required which can produce up to a 24-page paper, with all the pages inset or in book form, also up to a 48-page paper composed of 2 sections, each containing up to 24 pages or less, and also up to 48-page papers composed of 4 sections.

To produce up to a 48-page product the press must, of course, have a maximum capacity of 48 plates, since each plate represents one page. Each plate cylinder takes on 8 plates—that is, 2 around and 4 abreast—therefore 6 plates or type cylinders are required and, of course, the same number of impression cylinders. It takes 2 pairs of cylinders—that is, 2 type and 2 impression cylinders—to perfect or print on both sides of a web, and as these 2 pairs may be termed one unit it will be seen that three units are

required to produce 48 pages. These 3 units in combination with the folder are called a sextuple press.

In a so-called double-width press—that is, a press with type cylinders which can take on 4 plates abreast—it is advisable to stagger the plates, or, in other words, to let the 2 plates on the front half of the cylinder run ahead of the two plates on the rear half of the cylinder, or vice versa. The advantage of this is that when the space between the ends of the plates which makes the head and foot margins of the page comes in contact with the openings in the impression cylinder, through which the packing is fastened to the cylinders, a jump or jar is prevented. It is, of course, understood that the openings in the impression cylinders must be arranged accordingly. When the space between the plates on the front half of the type cylinders meets the opening in the front half of the impression cylinder the plates on the rear half are in rolling contact with the impression cylinder and prevent the jumping of the cylinder. When the plates on the rear half meet the corresponding opening, of course, the front plates are in roller contact.

The distance the front plates should run ahead is apparently immaterial, but for various reasons it is preferable to make this exactly one half of the page. In this case the stagger in relation to the front or rear half of the cylinders is exactly equal; this is a great advantage when a pair of cylinders must be made reversible on account of color-printing being required. Another advantage from the manufacturing point of view is that all castings will be alike, whether the direction of rotation is clockwise or anti-clockwise. The direction must, of course, be considered when the margin bars are placed on the type cylinders and when the pins and reel rods are put in the impression cylinders to which the packing is secured. The margin bars against which the tail end of the stereotype plate backs up should not run the full length of the plate, but, preferably, the plate should only rest in the front and rear against the bar, so that the pressman can easily get his fingers on the plate when removing it from the cylinder.

The ring in the center of the type cylinder, against which the two center or inside plates butt up, should be made a separate piece and screwed to the cylinder. The width of this ring determines the outside margins of the paper and can, if the ring is removable, be changed to suit any desired width of margin without taking the whole cylinder out of the press. The movable center clips, which slide in ways, are between the inside and outside plates, and the width of these clips determines the center margin of the paper. These clips should be arranged to permit the printing of so-called double-page spreads.

The outside clips also slide in ways and are the lock-up of the plates. This lock-up should be arranged so it can be accomplished in the least



possible time. Most type cylinders are arranged with 6 center and outside clip-ways running lengthwise of the cylinder and distributed around its circumference, so that each plate is locked up by three clips. Formerly, when plating the press, each of the 3 clips had to be screwed up independently, and frequently when the plate was not placed on the cylinder properly, the clip pushing at one end of the plate would prevent the plate from hugging the cylinder correctly, which would not even be remedied by the other two clips, and the result, of course, was bad printing. The modern lock-up, in which all three clips can be pushed against the plate simultaneously or the 3 clips may be connected by means of a semi-ring, is much better. The advantage of this lock-up is that all the plates will be pushed over at the same time, insuring a correct fit or hug on the cylinder. Of course, it is also understood that such a lock-up is a time-saver, which is a very important item.

The inside or center plates are held on the cylinder by means of the outside plates. Formerly, whenever an outside plate was not required, the lock-up was accomplished by placing a dummy plate thinner than the stereotype plate on the cylinder. This arrangement is, however, out of date, and all modern cylinders are provided with rods or bars inside the cylinder which are pressed by the outside clip against the center clip and so lock up the inside or center plates without the use of dummy plates.

In single-width presses with only two plates abreast, the type cylinders are not provided with center clips. These cylinders have a margin ring in the center and outside clips in each end. The front plates are locked up from the front end and the rear plates from the rear end.

The diameter of the impression cylinders, in all modern printing-presses, is the same as the diameter of the type cylinders. On the surface of the impression cylinder is the packing. In most newspaper presses so-called soft packing is used, which consists of a rubber blanket  $\frac{1}{8}$  of an inch thick, and a felt blanket  $\frac{1}{2}$  of an inch thick. On the second impression cylinder of each pair a sheet of muslin should be placed to take care of the offset from the first printing.

When perfecting a web, or, in other words, printing on both sides of same, which is the case in all newspaper presses, the first printed side of the paper always, before the ink has had time to dry, comes against the second impression cylinder; this results in the surplus ink from the first side reprinting or offsetting on the muslin of the second impression cylinder. After a long run the muslin will get quite black and must be replaced by a clean one, otherwise it may in turn offset back to the paper, which will impair the appearance of the printing. This offset is the principal reason for arranging all printing-presses so that the opposite pages of the product are printed last.

The rubber is first put on the cylinder, the leading end being provided with small holes which should correspond with the pins in the opening of the impression cylinder on which the rubber is fastened. The other end of the rubber is left loose. On top of the rubber is placed the felt blanket, one end of which must also be provided with holes. The same pins on which one end of the rubber is fastened also hold the felt blanket. The other end of the felt, however, is secured to a rod on which the blanket is tightly reeled or wound up, thus holding the rubber blanket in place. Care must be taken that the blankets are smoothly and evenly put on the cylinder, so that there is no chance of bulging up.

On the second impression cylinder a sheet of muslin is placed, as already mentioned, and for this two reel-rods are provided. These rods should be placed in such a position that either can reel enough muslin to reach several times around the cylinder, the idea being that when new muslin is put on the cylinder the surplus is all wound on one rod, while the other reel-rod holds only the other end. After the muslin on the outside of the cylinder is saturated with ink it is wound on the empty rod, and is replaced with clean muslin from the other reel-rod.

There is also a felt blanket on the market, one side of which is prepared with a composition which will not take up or carry any ink. This is quite an advantage as the diameters of the two impression cylinders will be exactly the same, which insures better running of the press.

Another great advantage is that on account of there being no offset the color or printing will be more equal. To emphasize this more clearly it may be said that when putting on a new muslin or tympan sheet this clean sheet will absorb more ink and the print will appear light unless more ink is given; after the muslin is saturated with ink the print will appear too black and the ink must be cut off. The print will, therefore, appear more even if a non-offsetting surface is used, which will facilitate better running of the press.

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### THE PRESSMAN

The reason why I do not know, I'm told to do things so and so. And so I do them all day long from matins unto evensong: That is, I used to, but to-day I have some things myself to say about the hours I shall labor to keep myself and help my neighbor. And still it comes to me that I, to make those hours fructify, must make a larger knowing mine and all the "reasons why" divine.

## STANDARD SPELLING

By F. HORACE TEALL

*In all manufacturing the aim should be to shorten and straighten the avenues of communication. In printing, a job of importance brings the customer and the foreman together so that technical details may be thoroughly understood. But seldom or never is the customer brought into conference with the proofreader. A proofroom can save more money and waste more money than any other department. This is a fact that few printing-office managers comprehend. The proofreader should rank the foreman.—Editor.*

**F**ORTUNATELY, it is not compulsory upon any one that he should labor so stupendously over spelling as have a few scholars, notably Thomas R. Lounsbury, as shown in his book "English Spelling and Spelling Reform." Professor Lounsbury is thus mentioned mainly because of one remark by him which shows a curious survival in his mind of an old-time notion that never was entitled to full credence. It is contained in the following paragraph:

"I may be permitted, before entering into the general discussion, to refer to a specific charge which has been regularly brought against me as well as against others. . . . The charge is that in what I publish I do not use myself the new spellings, save, at least, on the most limited scale. I am inconsistent. My practice does not conform to my pretended belief. Now it is very easy to retort the charge of inconsistency. No one can use our present spelling without being inconsistent; for English orthography is nothing but a mass of inconsistencies. . . . Let me bring forward a few reasons which have influenced my own action, as doubtless they have more or less that of others. There is, first, the printing-office to be consulted. This has generally an orthography of its own, and does not like to have it deviated from. There is next the publisher to be considered. Even if he is personally indifferent on the subject of spelling, he has a pecuniary interest in the work he is bringing out. Naturally he is reluctant to have introduced into it anything which will tend to retard its success with the public. As he usually has the means of enforcing his views, he is very much inclined to employ them."

We shall have something to say later about inconsistency, and merely remark here that, taken in the sense probably intended, Professor Lounsbury was right. He was no more inconsistent than everybody is.

The fallacy about printers concerns us much more impressively. He does not assert so plainly as many other writers have done that the printers

insist peremptorily on having their own way, but he plainly implies it. As a matter of fact, it would be difficult now to find any general printing-office at all unwilling to comply with any customer's wishes, if any printers ever were, which is doubtful. Of course many, if not most, good printing-offices have their own preferred style, and work to better advantage if allowed to apply it; but their work is too much commercialized for them to press any demands of style, especially in the matter of spelling. They simply can not afford such independence as that of the tailor who a few years ago would not make a woman's gown with a pocket in it.

So far is it from fact that the printing-office is the first or greatest objector to personal choice in spelling, or in any other matter of style, that any printer will do any work just as it is ordered. But all printers have much copy which plainly does not conform to any standard, and they either must reproduce it exactly or try to secure at least apparent consistency by suggesting correction. Inevitably, most of the correction done must be separately paid for as additional time-charge, unless the customer's order is specific enough to provide an unmistakable plan by which operators and proofreaders may work understandingly on first production.

Professor Lounsbury would have been nearer the actual truth if he had placed publishers first rather than printers. The publisher not only enforces his views in opposition to innovation by writers, but is much more insistent and more potent with the printer. There are many more than fifty-seven varieties of reasons for this. But we can not attempt to state the reasons; we must simply admit the fact. One very exasperating instance of it occurred recently in my own work as a proofreader. A so-called author's proof was returned with "stertorous breathing" made "stentorious breathing," and this outrageous error had to be printed. Of course it was not the author's own doing, maybe not the publisher's personally; but it came as a fiat from the publishing house. Another gross error insisted upon by a well-known educator was "caraboa," against which any good proofreader would protest, but which had to be printed at the customer's behest.

No matter who is responsible for the most errors, whether author, publisher, or printer (they all do their share in making them), our present spelling is so thoroughly conventionalized that we may fairly assert that different standards involve merely a few broad disagreements. A certain degree of consistency is so evidently desirable that the different standards exemplify it plainly as their one general basis.

We have two main standards, British and American. All British dictionaries spell words like centre and theatre as here shown; they unanimously double certain consonants as in cancelled, travelled, worshipped (but all spell gossiped); they all spell colour, honour, and some others



with a *u*, but horror and a few more without it; they used to spell *civilise*, *organise*, etc., but now real British practice largely favors *civilize*, *organize*, etc., the choice being made always of one spelling for all analogous words.

Standard American spelling prefers *center*, *theater*, *canceled*, *traveled*, *worshipped*, *color*, *honor*, *civilize*, *organize*; and in each category the spelling is alike all through.

Of course we have not here attempted anything more than a mere glimpse of consistency as applied in both styles. Both are inconsistent in using the same letter or letters for different sounds, and in spelling the same sound with different letters; but that is not within our present purview. We are dealing with spelling as it is, not as it might, could, or should be. One of our ever-present problems consists in attempting to deal satisfactorily with work which fails to recognize even the simplest consistency in making copy, but whose writers and editors practically demand consistency from the printers. As such things are at present, the writer can see but one safe method of handling general work. It is so handled sufficiently to disgust any truly thoughtful person with the result. It is simply the following of copy in all its incongruities and inconsistencies—and they are legion—and leaving the responsibility entirely where it belongs, with those who make the copy.

The writer is one of the thousands of proofreaders who would gladly welcome some method of standardization by which their work could be directed more intelligently and more comfortably. He feels strongly that even a proofreader should not be driven crazy by ignorant or careless idiosyncrasy. If an author or a publisher wants British spelling he should have it made in copy; or if he orders it made by the printer, no matter how it is in copy, he should specify his choice in the words not always alike in British practice, as between *civilize* and *civilise*, for instance.

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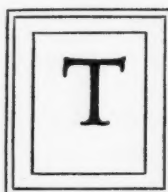
### UNIFORMS

Fashion decrees the style of clothes  
And language too, though some propose  
That all should wear one uniform  
To simple common sense conform.  
But common sense uncommon is  
And has been so since Genesis.  
We therefore set ideals high  
And shoot tall language at the sky.  
For man was made to mill around  
Until he's planted in the ground.

## CONCERNING PAPER—SOME PROBLEMS AND SOLUTIONS

No. 2.—By THOMAS R. BUTLER

*Paper is so much in the mind of the printer to-day that it is almost an obsession. This article by a practical pressman on the treatment and handling of paper, as well as the facts regarding its variability in manufacture in the same mill, will be welcomed by our readers—which is to say it should be welcomed.—Editor.*



O determine whether a paper is really coated, rub it with a silver article—a coin, for instance—when a black mark results. Imitation coated paper will show only the impression of the coin and no black mark will result. Imitation coated stocks contain a large proportion of clay, but it is added to the pulp and not to the surface. A thin coated paper is a rarity, whereas imitation coated papers may be obtained in all substances. A finish very much like that of the latter is the one known as supercalendered, which differs slightly in appearance, but mostly in “feel,” owing to the great amount of pressure which this class of paper receives in the production of the finish by heavy rolling. Owing to the great amount of pressure used in finishing, the surface of supercalendered papers often deteriorates greatly on exposure to moisture. This is due to the fibers in the paper reassuming their original position and consequently destroying the surface. However, being a more genuine paper in itself than imitation or real coated stock, it is to be preferred where line cuts are being used and where durability is some consideration.

Other finishes are as follows:

*Plate-glazed*, which is somewhat similar to supercalendered paper. The finish is obtained by placing antique paper between sheets of zinc and subjecting them to heavy pressure.

*An antique-finished paper* is one that is in reality unfinished, as it is not passed between the polishing rollers on the paper-making machine.

*Machine-finished paper* is as the machine delivers it without further treatment.

*Writing-papers are graded as follows:*

*Engine-sized*, meaning sized with resin or vegetable size in the pulp. This is the cheapest grade of writing-paper.

*Tub-sized, machine-dried*, meaning surface sized with glue by running the paper through a vat, after it has been made or formed on the machine.

*Machine-dried* means that the paper has been dried around steam-heated cylinders or dryers on the paper-making machine.

*Tub-sized, loft-dried*, sized as above, cut into sheets and suspended on poles in the loft or drying-room. Tub-sizing is the best method of sizing known. All high-grade writings are tub-sized, and the very best are loft-dried.

#### VARIOUS TESTS FOR FINDING THE "MACHINE" DIRECTION OF PAPER

To understand which is the "machine" and "cross" direction of paper is of primary importance to pressmen doing colorwork, and may be determined conclusively by either of the following tests: In the manufacture the pulp is carried on the machine by a brass meshed wire, until the pulp is strong enough to carry its own weight without breaking. In all un-

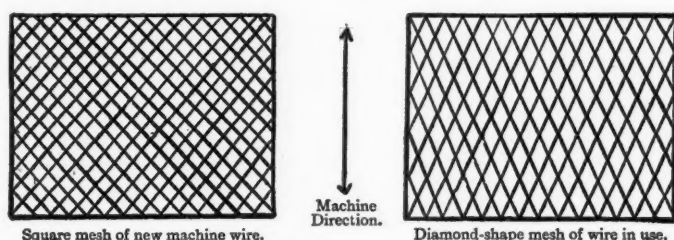


Diagram 2.—Enlarged views of machine wire.

coated machine-made papers, the impression of the machine wire may be seen on the wrong or bottom side of the sheet. Owing to the tension produced in the wire, lengthwise of the machine, due to the pull on the wire, the squares seen in the interwoven mesh of a new machine wire are rapidly elongated and become a diamond shape (see Diagram 2) which can be seen in the sheet. It therefore follows that the long axis of the diamond shape is lengthwise of the machine.

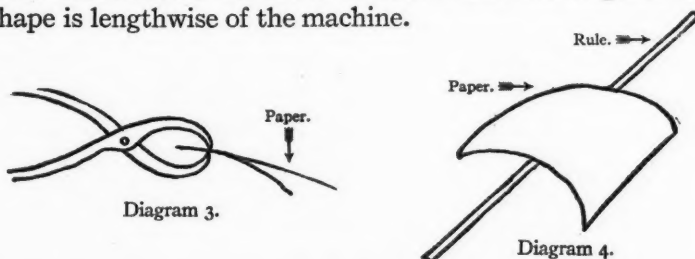


Diagram 3.

Diagram 4.

Another method to test the machine direction where the wire marks are not discernible is to draw a circle on a sheet of the paper and cut it out, previously marking it in such a manner that it can be replaced in its proper position. Wet the circular disc of paper and it will at once roll up; the axis of the roll is along the machine, and the direction is not only that of least stretch but of greatest tensile strength.

A test for coated paper is to cut a strip 6 by  $\frac{1}{4}$  inches off the adjacent

edges of the sheet, hold these by the ends (Diagram 3) and the strip which bends down the least is along the paper-machine.

Another method in cases where the wire mark is obliterated, as in vellums, is to take a piece of stock 12 inches square, and place a stick across it each way beneath its center (Diagram 4). The edges of the stock that are not supported will drop and the direction in which they drop least is along the paper-machine.

### HOW TO FIND THE EQUIVALENT WEIGHT OF PAPER

To ascertain the relative weight per ream of any size other than that of which we have a marked sample, multiply the weight known by the size in square inches of the paper of which the weight is required and divide by the size in square inches of the marked sample:

*Example:* Given a sample 20 by 30 inches, weighing 36 pounds to the ream, it is required to know the weight of a similar paper 22 by 30 inches. It would be stated thus:

$$\begin{aligned}
 &\text{As 20 by 30 inches : 22 by 30 inches :: 36 pounds : x} \\
 &= \frac{36 \text{ by } 660}{600} \\
 &= \frac{23760}{600} \\
 &= 39\frac{360}{600} \text{ pounds} \\
 &= 40 \text{ pounds. Which is the weight required to be known.}
 \end{aligned}$$

### VARIOUS REAGENTS

Cotton, flax, and hemp fibers, when moistened with a solution of iodine in potassium iodide, are colored a dull red scarlet. Esparto, straw, and chemical wood fibers are nearly colorless when treated with the above, with the exception of the brownish yellow tinge of the solution.

Unbleached or imperfectly bleached wood or jute show the yellow tinge, but, owing to the presence of the encrusting substances, it is much more distinct. In order to render the color more distinct a dilute solution of sulphuric acid may be used to moisten the fibers, after they have been in contact with the iodine for some time.

The presence of mechanical wood-pulp in paper may be detected by means of a solution of equal parts of sulphuric and nitric acid, a few drops of which will produce brown stains on a paper containing mechanical wood-pulp.

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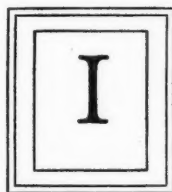
*Paper, next to labor, makes the most regular and unremitting demand upon the printer's resources.*



## MAGICAL TIPS ON THE BLACK ART— “MAKING THE MARE GO”

By C. RAIMOND COLLINS

*That the price of materials is advancing has no bearing on the profit that should be in a newspaper owned by a man who has sold the paper to himself. Such a man will know that his paper is the voice of the community. His paper expresses the reason why of that community; why people live there; why they come there; why they stay there. His paper must have its power augmented by the support of the community, and if he has sold his paper to himself he will have the power to sell that idea of its function as an institution of the community demanding the support of every one in that community, let prices go as high as they will. But never let him depreciate the quality of his paper—the voice of the community.—Editor.*



IN these days of constantly kiting values, with everything striving to reach the topmost branches of the high-price tree, the newspaper is being sorely neglected. The price of paper is now out of sight and still climbing; ink, metal, and the thousand and one other commodities, absolutely essential in the publication of a newspaper, are also hitting the high spots, with labor constantly clamoring for more money.

A few publishers have cut the size of their papers. Still a lesser number have advanced their advertising and subscription rates. But the great majority of publishers are continuing to operate under their former plans, fearing to reduce their paper in size, doubtful of the success of an advertising-rate advance.

Every merchant in your city has advanced prices on practically everything he handles. They must do so. Due to the increase in costs, to them, they would be unable to continue business were they to follow the scale of a few months ago. They are conducting their establishments on a business basis. This is where the average newspaper falls down. How few publishers there are in this country who really consider their publications as real, cold business propositions.

But a newspaper is a business proposition, and colder than most, and the sooner you find it out the greater your chances of escaping death through worry as to how you shall make ends meet.

Sit down, Mr. Publisher, whether you publish a metropolitan daily, a small city paper, or a country weekly; get your expense accounts for the past few months together and figure out just what it has cost you to conduct your business. If you have failed to make the percentage of profit you believe you are entitled to, take steps at once to do so in the future.

If any possible expense can be banished, do away with it. If you have been printing too many "ad.-less" pages, do away with them, and if your advertising rates do not cover the cost of composition, overhead, labor, etc., and allow a fair profit, *raise them*.

Do not bow so low to your merchants. They are your customers, to be sure, but they have increased the price of their wares to their customers, and as you are up against the same proposition as they, you are as surely entitled to more money for your merchandise—space.

Fear has gripped the minds of many publishers and they have acted as manikins of their advertisers, responding amiably to every pull of the string. The life of a publication, the manager of which has little faith in its advertising value, will be short. Believe in your paper and believe in its worth to every merchant in your city. Until you do, you can not expect them to believe they can not do without space in its columns.

If you think your space rates too low, rearrange your scale of prices. It may shock Mr. Advertiser at first, but he will become accustomed to it—he must if you are to remain in the running.

The life of a newspaper man is no chair-warming snap any way you look at it. And there are very few businesses in which the average net profit is lower. But it is coming into its own. Publishers are slowly but surely awakening to the startling fact that their newspapers really are businesses. They have started on the upward path, and each year real, solid, concrete business methods are being injected into the journalistic field.

There are few business managers who have failed to realize the value of advertising contracts; but, in some parts of the country, publications continue to catch what advertising they can from day to day.

Here and there may be found publishers who still follow the custom of Ben Franklin, which has been in vogue since he first established the *Saturday Evening Post*, and are making a store to store canvass each day in an attempt to talk their merchants out of display advertisements, digging to the very pits of their brains in every issue of their papers for new arguments to pry a few dollars' worth of advertising from their victims.

Prosperity is heaped up all around you. If you haven't been allowing a stream of the surplus dollars to run through your floodgates, it is your fault. The biggest year in the business history of the United States is closing, and if it has failed to mean greater things for your publication it is high time to learn the reason.

Remember this: A newspaper is a *cold* business proposition. Conduct yours as one and do not allow your advertisers to longer make of it a "community goat," as in the past.

Sense Used Carefully, Continuously, Earnestly, Spells Sure—*Success*.  
If you have any, use it.



# CARNEGIE INSTITUTE

## DEPARTMENT OF FINE ARTS

LECTURE ON MODERN ART  
By MR. ROBERT B. HARSHE

# ITALY & SPAIN



*With Lantern Slide Illustrations*

FRIDAY, NOVEMBER 10, <sup>at 8:15</sup> P.M.  
CARNEGIE INSTITUTE LECTURE HALL

*The Public is cordially invited*

Poster by Harry L. Gage, Head of the Department of Printing, Carnegie Institute of Technology. Design traced in sections on maple blocks from original drawing, then cut with various sizes of router-bits as fineness and detail required. After routing, little hand tooling was necessary. The blocks were sawed and trimmed to size, and all routing accomplished with the Miller Saw-Trimmed and its router attachment. This school includes in its regular courses instruction in the operation of the Miller Saw-Trimmed.





## EDITORIAL

**"Good-Bye."** With good wishes to all for a Happy and Prosperous New Year, the Editor of THE INLAND PRINTER, with a regret that can be more easily imagined than expressed, finds it expedient to say "Good-bye" so far as his connection with this publication is concerned. This is the last number of THE INLAND PRINTER to bear his title as editor. A most grateful appreciation of the friendly and loyal coöperation of the editors of the various departments and of the contributors of all kinds in general, gives him hope that the educational work he plans to develop in the future will have their sympathetic interest. Announcements in this connection will be made at a later date. Mr. Harry Hillman, who has for several years acted as associate editor, will guide the destinies of THE INLAND PRINTER to a still greater success than in the past, and the retiring incumbent bespeaks for him the same cordial support that has sustained the publication for the third of a century and made THE INLAND PRINTER of world-wide reputation.

### Putting a Tax Upon the Dissemination of Knowledge.

Publishers throughout the country are already too well acquainted with the heavy burden that has been placed upon them during past months through the increasing costs of paper and all other materials entering into the production of printed matter. The margin of profit from publications, particularly those of a trade or technical nature, never has been over large, and under present conditions many are finding it scarcely possible to continue.

In view of these facts it is by no means pleasant to contemplate the outcome of legislation now under consideration at Washington in the form of a rider to the Postoffice Bill, advancing second-class rates, which, we learn, has been favorably reported by the Postoffice Committee of the House. The intent of this rider is to apply the zone system, as used on parcel post, to all second-class mail. The present rate is one cent a pound. Postmaster-General Burleson has advocated an increase to one and one-third cents a pound. The zone system as proposed in the rider will mean an increasing rate, similar to the parcel post, culminating in six cents

a pound for a distance of 1,800 miles or over. What this will mean to publishers is best shown by reports from a large number of members of The Associated Business Papers, Incorporated, with which THE INLAND PRINTER is affiliated, which indicate that the average increase would be one hundred and fifty per cent, or an average rate of two and one-half cents a pound, plus the added cost of zoning the mail.

Trade and technical papers, generally, are educational institutions. To many workers such publications have practically been their only school. Few, if any, other institutions have done as much for the advancement of the business interests of the country. Therefore, in view of the important part taken by these publications in the business and educational life of the country, such an increase as is proposed in this rider to the Postoffice Bill, especially at the present time, is nothing short of unjust to the publishers and will mean a heavy tax upon the dissemination of knowledge — a tax that will fall mainly upon those who are least able to bear the burden.

As this matter is of as great importance to readers as to publishers, it behooves every one to use every effort in his power to discourage such legislation. Readers should write their congressmen, expressing their disapproval of such a tax upon the only means by which many are able to gain their knowledge.

### Printing and Good Roads.

The National Highways Association is engaged in a campaign to convince the American people that it would be a good investment to sink \$2,500,000,000 a year for the next ten years in building good roads so as to cover the United States with a perfect network. It does not come within our province to deal at length with the general arguments pro and con, but from our point of view as printers there is much to be said in favor of the proposition. We talk at times of developing our trade with foreign countries, but it is an indisputable fact that our own country is far from being developed as it should be. The farmer by the wayside would be a good customer

if he could be got at, and we should buy more things from him if he could reach us better. What a field for advertising and for trade development would be opened up if every considerable farm in the United States were as accessible by motor vehicle as is the case in Western Europe! The development of trade means the distribution of advertising literature, and that affects us directly. It also affects us as producers of books, newspapers and periodicals, because the farmer and the rural worker would purchase more if they could get them more quickly and easily, and publishers would be the more eager to supply them if they could be sent with less trouble and cost. Apart, therefore, from the purely commercial point of view, we should be in favor of the proposition because it would increase the opportunities for culture, at present all too meager for country dwellers. Incidentally it would help to remove the scandal of the 18,000,000 American school-children who at present seldom or never attend school because of the impossibility of traversing the necessary distance over roads which are a quagmire after a shower of rain and like a furrowed field at the best of times.

Unlike many proposed means of extending trade, it is not a question of merely shifting it from one quarter to another. Good roads bring into existence a vast mass of new wealth, for we can not call it wealth which is undeveloped and therefore useless to mankind. Make it easier for the farmer to bring his products to the town and to procure the amenities of town life in his rural home, and more wealth will be actually produced from the soil, which is the ultimate source of practically all our wealth. More wealth being produced, there will be more to distribute, and we shall get our share of it through the channels we have indicated.

#### **Mr. Printer, Take a Day Off.**

Do you ever take a day or two off and visit other shops in your city or neighboring cities?

If not, you had better do it this week.

In days gone by, the roaming printer took from place to place the new methods of doing commonplace things in printing-offices, with a saving in labor or time. Nowadays the trade papers do that for us.

But, there are things being done, methods being employed, every day, that are so simple as to be almost self-evident to the initiated, yet which are not being used in places where their employment would help wonderfully. Those things must be seen, and their principles applied perhaps with additions and modifications in your

own plant, to be helpful where the help is most needed.

For example, the writer had occasion to visit a large plant in Chicago a short time ago, where a specialty is made of order-blanks and uniform bills of lading employed by the railroads. These are gathered or collated in duplicate, triplicate, quadruplicate, or even greater. In this plant, modern so far as steel equipment and self-feeders and the various other labor-saving devices could make it, these various sheets were laid in piles on small tables in a semicircle, and gathered by girls walking up and down the room, taking one sheet from each pile and carrying the entire bunch as gathered to another table to be jogged up.

A suggestion was made that the sheets as they came from the various presses be left in the trays as delivered from the fly, and a rack be made to hold these trays one above the other in the order the finished work was wanted; the rack to be placed over a table, enabling the girl to select one sheet from each tray, draw them all out at once and deposit them all on the table ready to be jogged and cut. The suggestion was put into force and in a week's time the cost of gathering a triplicate order-sheet on a certain monthly order was cut over twenty per cent.

This little rack was first seen in a smaller shop in a much smaller city, and in a plant that used it for just one piece of work a year, yet found it advantageous to have it built for that purpose.

A new method of handling a certain piece of work either in the pressroom or composing-room, or perhaps on the folder, may be the means of turning a loss into a handsome profit in these days of high prices for labor and material.

Visit your fellow printers. Tell them what you're doing. You may be able to eliminate the feeling that some one has that he can make money at any old price, and that one thing would repay you well. On the other hand, you may get a suggestion that will make a job a welcome one, where heretofore it has always come out on the wrong side of the cost sheets.

At any rate, visit, swap ideas, and the fellowship will more than repay you.

#### **Printing as a Business: Not a Vocation.**

From the standpoint of a consumer of large quantities of good printing each year, we are deeply impressed with two very evident facts in connection with the printing business — facts that are very often overlooked.

In these words a large buyer of printing has addressed THE INLAND PRINTER, and we give editorial prominence to his analysis which follows as

it expresses the attitude of a business man looking into the printing-office instead of one who is looking out of it.

As a business, printing consists of about fifty per cent salesmanship and fifty per cent production. No printing contract or job is complete nor is it to be forgotten by the salesman as soon as he has the signed order in his pocket. On the other hand, no plant capable of producing first-class printing will necessarily be successful from that one fact. The product of the plant must be sold, and, in turn, the product of the salesman's efforts must be produced in order to make a successful business.

It is indeed unfortunate that many, many very good printers, very good in the printing-trade, are not successful printers and owners of prosperous businesses to-day. It demonstrates, however, the necessity of that bond between an intelligent producing unit and a sales unit. And the streets are full of good salesmen to-day, who can no longer count on their fingers the number of good printing accounts lost to their houses because of a lack of production efficiency.

Two years ago a western printing-plant of some size was in such bad financial shape that the aid of a local bank was solicited to help them out of their trouble. With this help the plant struggled along another year, ending with a loss which, added to previous losses, made it impossible for the stockholders to continue the business as it was then running. This plant consisted of a well-balanced cylinder pressroom, bindery, jobroom, composing-room and three offset presses. Operating as a whole, the plant operated at a loss.

With the new year came new management, unfamiliar with the markets for jobwork or for cylinder presswork, but experienced in the sale and production of offsetwork. For almost twelve months the bindery and offset pressroom were a scene of great activity, and the canvas was thrown over the rest of the plant, and it was forgotten.

And during that twelve months the plant, as a whole, showed a profit of close to fifteen per cent net. That was combined sales and production efficiency. It was a case of biting off just that amount which could be masticated well, and which would furnish a maximum amount of nourishment to the entire system, instead of a previous policy of biting off all that could be bitten, chewing carelessly, and producing disorder and disaster in the entire system.

Take another instance which came to my attention some time ago. A large printing-plant which had built up a pressroom of some twenty-odd large-size presses through the growth of a publi-

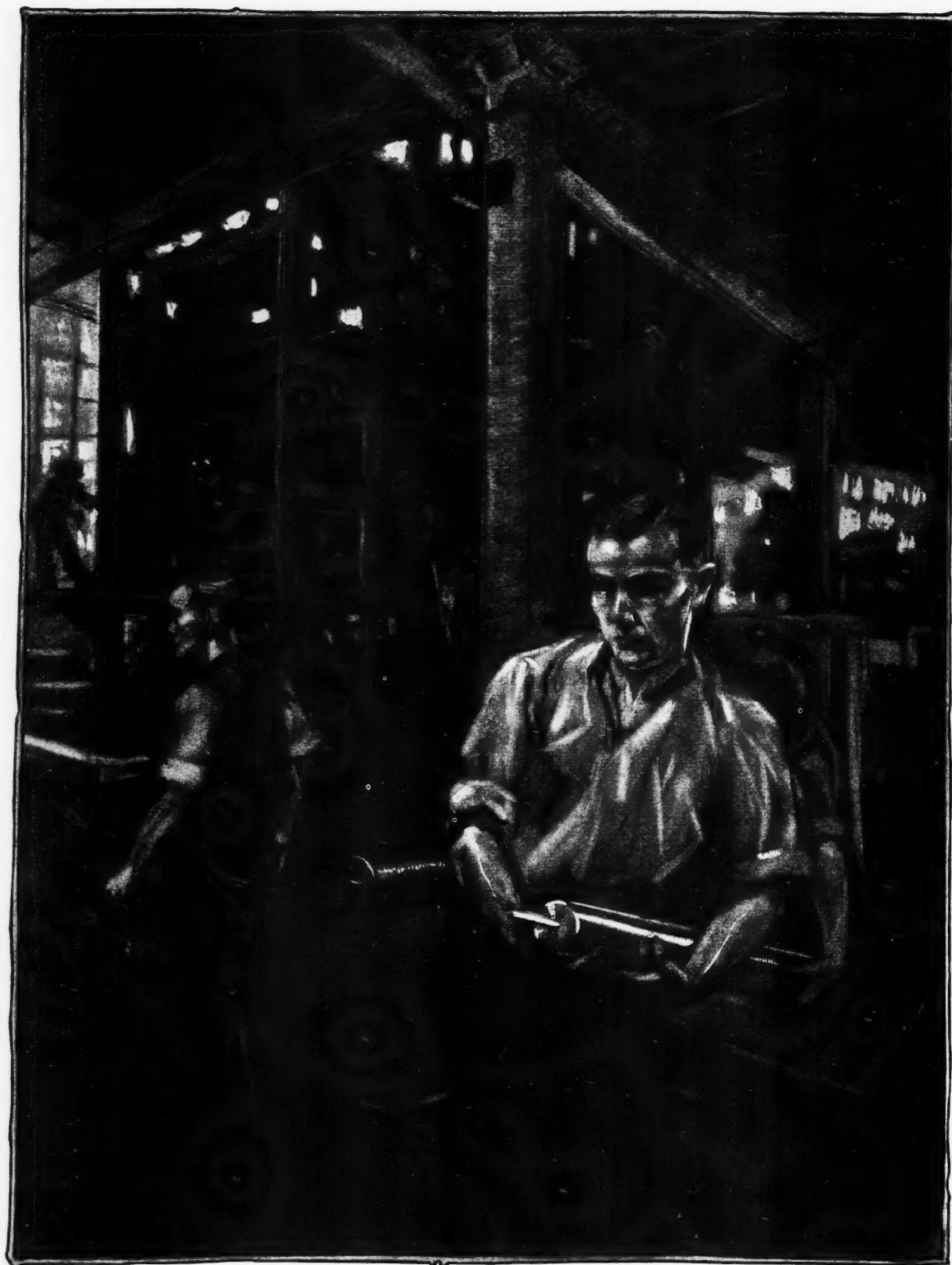
cation, was suddenly confronted with the possibility of losing that publication and thereby having an empty pressroom a greater part of the month. Another plant with a rotary press had offered to produce the magazine at a price which meant a saving very much worth while. Did our printer lay down without a murmur, or did he let out an awful howl? He did neither.

He said to his customer, "Now, see here. If this rotary press is a good thing, we, who have printed your magazine many years and know how to handle it, can produce the publication on a rotary press as well as any one. Let us both go to a rotary-press manufacturer, and to other publishers owning their presses, and select a press suitable and built particularly for your magazine." This they did, and the customer was very much pleased to save the money and continue his business relations with his regular printers. The rotary press has made money for the printer, so that he is contemplating the purchase of two more for another publication. Meanwhile the sales force hustled, and the twenty cylinders are humming day and night. The other day we met one of the two brothers, and he said, "Some day we are going to have a regular printing-plant. This shop we have now is just a little place." Knowing just how they built up this "little" plant, we have every reason to believe that some day they will have a "regular" printing business. And when they do, you may rest assured that the product will be well produced and well sold, and that the sales end and the production end will know one another well enough to use their first names, and neither one will have any apologies to make for the other, for they will continue to work together for the best interests of all concerned.

Don't expect your sales department to run the composing-room, for it can't be done. On the other hand, never expect the pressroom superintendent to know where there is a job to keep his presses busy in slack season, for it's out of his jurisdiction. The following is a safe and sane little prescription for successful building of printing businesses:

Take that which you know best and apply your knowledge to its best advantage, be it production or sales. For the rest, employ in that capacity the best which you can employ, and when the year is up, if each of you has applied himself to his individual task diligently, and with the coöperation and assistance of the other, there will have been progress, profits and pleasure, in the deep satisfaction of knowing that one thing has been done, and done well. And your competitors will worry you not.





**INDUSTRIES ILLUSTRATED—ERECTING NEWSPAPER PRESSES.**

No. 18.—From the drawing by Carl Scheffler, Chicago.





## CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names — not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

### EFFICIENCY AND COOPERATION—WHAT IS IT; WHERE IS IT?

To the Editor:

DETROIT, Nov. 22, 1916.

We read a great deal nowadays about the old-time printer, about the inability of securing all-around men and competent men for responsible positions. After having worked some twenty-five years at the mechanical end of the business, the writer has come to the conclusion that real brains do not count any more; it is not what you can do, but what you can "put over," or "get away with," that gets you a job. Time was when a foreman was supposed to know how to do the work and show others how to do it. Now we have foremen who can not set type or do stonework — but they get away with it. And how shall we get all-around printers when there's nobody to teach it? Now they are all specialists. The machine operator knows the machine, and the stoneman can do stonework — but that's all — neither can set type. We will let some cost clerk figure out how this affects the price of a piece of printing. During a slack period with not enough work to keep the machines and stonemen busy, there is considerable non-productive time — with the result that the hour cost goes way up.

Right here the employer will say that he can not find a man who can work on the machine and do stonework and set type. Because he won't pay a trifle more for an all-around man. That's why most of the all-around jobmen are to-day working on newspapers — for the same dollars the job employer would not give.

Most of the newspaper help served their apprenticeships in job-offices and naturally went where they could make the most money. Another reason for this deplorable condition is that the employer does not make it his business to find out the true state of affairs in his own office. He usually leaves it over to some one with lots of "hot air" and not much experience. The result is that the workman is often made the "goat" on account of inefficiency "higher up." In this way the employer does not come in contact with his own men, and does not know what they can do or can not do — and the men do not feel they are working for the employer but rather for the man in charge, and the result is that the men do not always put forth their best efforts, for when any credit is given for anything, the workmen are never considered.

Some employers will not pay a competent price for a competent man. As an illustration, we cite the case of a superintendent of a plant going in for himself. The job he left paid \$35 a week. Another man offered to start in at \$30. They were looking for a cheaper man. Finally got one for \$20. He stayed two weeks — maybe they are still looking for a \$35 man for \$20 — and telling everybody they can't find a competent man.

Then there is another discouraging way some employers

have of filling an important position. They are always willing to pay more for an outsider to come in than to pay the same for a home man. Distance seems to lend enchantment, etc.

Finally, there are many competent men looking for a competent employer, at a competent price. How will they get together?

GEORGE HORNER.

### MEN AND BOYS.

To the Editor:

NEW YORK, Nov. 20, 1916.

As a rule, compositors, pressmen and other printing-trades workers who have authority over or come in contact with the boys who are to man the print-shops in the future, are men of good character, ever ready to give good counsel as well as instruction in the craft. Here and there, however, are to be found men — some of them coarse, others just careless — who unthinkingly teach the boys who happen to be employed with them vile language and other habits which will not tend to make honorable men of them. Men who are not fathers are likely to be uncles to boys or girls whom they desire, no matter how they themselves may live, to be decent and upright members of society. This being so, let us remember that the boys who associate with us during working hours should not be taught, through careless talk or action, anything that will destroy the hopes of their parents or relatives.

J. J. B.

### CONSTRUCTION AND PUNCTUATION.

To the Editor:

LOS ANGELES, CAL., Nov. 15, 1916.

Are you trying to break us in, a little at a time, to the idea of a comic supplement to THE INLAND PRINTER?

The letter of "C. J. L.," pages 341 and 342, December number, surely gives old B. L. T.'s stuff a close run for first place.

Had he turned to Matthew 6:19 he would have found his beloved comma just where it should be. This is true, at least, in the Oxford edition, generally recognized as authority. Mr. Abbott simply misquoted — not intentionally, of course. "Far be it from me," etc.

DONALD McDONALD.

### WELL TRAINED.

A Scottish farmer of a miserly disposition bought a horse at a fair. On the way home he thought a drink of water would refresh it, so he got a pail of water; but the animal would not take it. When he got home, he offered it a feed of corn, but, to his surprise, it would not touch that, either.

"Weel," he muttered to himself, "if only I was sure ye were a guid worker, ye're the verra horse for me." — *Tit-Bits*.

Written for THE INLAND PRINTER.

### INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

#### GREAT BRITAIN.

THE proprietors of the Portsmouth *Evening News* and Hampshire *Telegraph* have voluntarily given their employees two weeks' wages as a war bonus.

THROUGH an arrangement between the master printers of Carlisle and the local branch of the Typographical Association a further war bonus of three shillings per week will be paid to all members of the union.

THE Central London branch of the National Union of Journalists held a meeting specially for journalists on trade papers, at St. Bride Institute, on October 28. The plan of the meeting was to secure more complete coöperation among this class of pen-workers.

A WAR bonus of three shillings per week has been secured by most of the London unions as a result of the various applications to the Master Printers' Associations and the Newspaper Proprietors' Association. Its payment began the first week of October and it is to continue until six months after the close of the war.

INSTANCES have been cited of non-union shops which paid female monotype operators from five to fourteen shillings (\$1.22 to \$3.40) per week. The unions are objecting strenuously to such an unfair competition in the trade, which is now made possible by the substitution of women for male workers who have joined the colors.

QUOTED from the *National Union Journal*: "It isn't always in a man's favor to be known that he is a journalist; but one now a soldier has found things working that way. Here and there one may find an officer or a non-com. ready to abuse his authority, and it's 'all to the good' if it dawns on such men now and then that 'you never know what these writing chaps may get up to.'"

AT the British Trade Union Congress, held at Birmingham, September 4 to 9, Mr. Simpson, the delegate from Canada, a printer, delivered what was considered the "star" address, and was voluminously cheered. One of the resolutions passed at this congress was against the exemption of clergymen from military service; another one called upon the government to protect women in war service by fixing minimum wages and requiring that where the woman does the same work as the man she should receive the same remuneration.

AT a recent meeting of the executive committee (at Glasgow) of the Scottish Typographical Association consideration was given to incidents of war and unemployment. It appears that a distinct effort is being made by the various societies of inquiry, lately started, to hand over men broken in the war for the printers' and other unions to keep. Such was considered to be the nation's duty, and it was, therefore, decided that such members must be able to work at the trade for at least three months before being eligible for the association's benefits.

IN a new book, "Eclipse of the Empire," which treats of the industrial situation of Great Britain, the estimates are given that the yearly production of paper in Great Britain values \$66,266,165, and in the United States \$260,428,115. In printing and publishing, the Empire's trade reached \$65,911,020, as against the total for the United States of \$692,642,482. It also estimates that the average net produce of each worker per week in the paper-trade in the Empire was \$10.38, as against \$25.15 in the United States. In the printing and publishing trades this average

is estimated at, per week, in Great Britain \$17.78, and in the United States \$37.97.

AN exhibition of design and workmanship in printing was held in the Royal Scottish Academy Galleries, at Edinburgh, from October 12 to 28. It comprised old books and manuscripts, examples of early Edinburgh printing, fine modern printing, color printing, posters, etc. During the time of the expositions lectures on various phases of typography were given. At the opening exercises, Dr. Walter B. Blackie said that Edinburgh was the last place in civilized Europe that had a printing-press at all. Even Turkey was ahead of them. It was only 408 years ago that Edinburgh had a press, and it was only after Creech introduced good printing that Edinburgh became a center of book production in Scotland.

#### GERMANY.

FOR some time the export of printing-ink has been prohibited because of the scarcity of materials required in its production.

THE Dresdener Schnellpressenfabrik, at Brockwitz near Coswig, in Saxony, for the fiscal year 1915-16 declared a dividend of 8 per cent.

THE Vogtländische Maschinenfabrik, at Plauen, in Saxony, has declared a 10 per cent dividend, as against a 6 per cent dividend for the previous year. This is one of Germany's most prominent printers' machinery concerns.

AFTER much discussion it has been decided to apply the inscription, "*Dem deutschen Volke*," on the Capitol at Berlin, in large German letters in bright gold. This is a sort of an answer to those who advocate the use of Roman letters for the German language.

ON October 15 Clemens Häuser, editor of the *Allgemeiner Anzeiger für Druckereien*, celebrated his twenty-fifth year of association with the house of Klimsch & Co., at Frankfort a. M. Besides his editorial labors he has taken a large part in the production of the firm's *Directory of the German Printing Trade* and Klimsch's Graphic Library.

THE late Dr. Karl Hoffmann, founder of the *Papierzeitung* and a noted authority on paper and its production, whose recent death was chronicled in these columns, left a fund of one million marks to be administered by the city of Berlin for the maintenance and education of illegitimate children, regardless of their religion.

THE Copperplate Cabinet of the Royal Museum at Berlin has obtained through purchase a very rare old book, printed at Nuremberg in 1526, in the office of Hans Hergot. The volume contains the five books of Moses, as translated by Martin Luther, which are illustrated by numerous small woodcuts made after drawings by Hans Sebald Beham.

THOUGH there has been a greatly reduced output of paper, some of the German mills have been able to secure unusually large profits. One company says in its annual report, "the not inconsiderable rise in the price of paper serves as a compensation for the increased working expenses." The Ammendorfer Papierfabrik of Radewill increases its dividend from 17 to 26 per cent, the Crallwitzer Papierfabrik declares 12 per cent, as compared with 7 per cent for the previous year, and the Patent-Papierfabrik of Penig does even better by paying 12 per cent, which is three times its previous dividend. The Varziner Papierfabrik, which has not paid any dividend for three years, is now in a position to make a return to stockholders for this year. This company closed its accounts for 1915 with a loss of about \$120,000. In the first eight months of this year its profits were about \$240,000.

## FRANCE.

THE Philotechnic Association of Paris, on Sunday, October 15, last, reopened its courses in classic and modern typography, at 80 Boulevard Montparnasse. These are now in their fifteenth year. Eugène Soullier is the professor in charge.

THE next and second fair at Lyons will be held March 1 to 15, 1917, at which the book and printing trades are expected to be largely represented. The printing industry at the Lyons fair in 1916 occupied forty-seven stands, with 1,342 exhibitors.

THE reopening of the free courses organized under the auspices of the Syndicate Chamber of the Paper Industries, for the instruction of apprentices and young employees of both sexes in the paper trades, took place Sunday, October 8, last, in the building of the Syndicate, 10 Rue de Lancry.

A REMARKABLE personality in French typographic circles passed away on October 5, last, through the death, at Paris, of Victor Breton, in his seventy-second year, after a lingering illness. For more than sixteen years he was professor of typography at the Ecole Estienne; he was a voluminous writer on graphic topics and produced a number of technical books. At his funeral elegies were delivered by M. Keufer of the French Typographical Union; M. Bailly, of the twenty-first section of the Union, and M. Lecomte, director of the Ecole Estienne (the leading graphic-arts school of Paris).

## SWITZERLAND.

THE Swiss Legislature has decreed that the paper woods gathered in the forests of the country during the period between September 1, 1916, and August 31, 1917, shall be exclusively for the use of the Swiss paper industries.

EFFECTIVE October 1, the Swiss Paper and Paper-Material Manufacturers' Association has announced another increase in the price of paper products, which is now 80 per cent above normal. The envelope manufacturers have also made another advance in prices, which are now also 80 per cent above pre-war figures.

## MEXICO.

A REVISED customs tariff has been promulgated, effective November 1. The free list includes ingots and alloys of lead and antimony for casting printing type, type, rules, dashes, chases, rollers, molds, galleys, composing-sticks and other appliances for printing and lithography; samples of paper, school slates, black ink for printing and lithography, waste paper; paper pulp of vegetable fibers, undyed; white paper weighing more than 50 grammes and not more than 100 grammes per square meter, containing more than 40 per cent of mechanical wood-pulp (if containing less it is dutiable at 20 centavos per kilogram); geographical and topographical maps and nautical charts, unframed wall pictures for schools, drawing and copying books with patterns for primary schools, unbound printed music, and printed books for elementary instruction, even if with cardboard cover.

## POLAND.

THE German military command has brought about the establishment of fifteen new journals in Poland and in the parts of Russia occupied by German forces. Of these seven are in the German language, five in other languages and three mixed. The German press is represented at Libau, Mitau, Kovno, Grodno, Vilna and Bialystock. Vilna has a *Gazette of the Tenth Army*, Lida a *Guard of the East*, and the forty-first division a *Gazette of the Dvina*. The Polish, Lithuanian, Little Russian and Yiddish languages are rep-

resented by other journals, and some appear in two and three languages. The whole have a circulation of about 150,000. To diminish the cost, a publicity service has been established at Vilna, which gathers and distributes news among the various journals.

## ARGENTINE.

AS HAS here been previously chronicled, there was a National Exposition of the Graphic Arts the past summer at Buenos Aires. Illustrations of the medals issued by this



Front and Back of the Medal Issued by the Argentine National Graphic-Arts Exposition.

exposition have just reached us, and as they are so artistic and handsome we reproduce them. The exposition was held to celebrate the hundredth anniversary of typography in Argentine.

THE Compañía Argentina de Materias Colorantes has been organized, with an authorized capital of \$425,000, to take up the business of producing color dyes. The wood of the carob tree, treated by a new process discovered by Dr. Juan A. Dominguez, of Buenos Aires, is the chief material to be used. The colors are khaki and brown, and other colors by combination. A factory has just been erected at Santa Fé.

## AUSTRALIA.

THE consternation in the United States over "a mere rise of 50 per cent on paper" is ridiculed by a writer in the Melbourne *Age* as trifling when compared with prices in Australia. "Here the printers bear the galling yoke of a 300 per cent increase on their chief lines."

THE advantages of establishing a state paper-mill are being discussed in this country. For some time past, the Australian minister for railways has had under consideration the question of erecting a paper-factory to supply the government's requirements. The site of the proposed mill is on the Nepean river.

## BELGIUM.

AT the end of August the personnel of the printing-office of the *Belgischer Courrier* (*Kurier*?) was assembled to celebrate the first anniversary of its establishment, under the presidency of Baron von Bissing. To show the satisfaction of the government, the baron distributed 1,000 francs among the personnel.

## HOLLAND.

THE following accidental following up of lines in the make-up of the *Niederländische Staatsanzeiger* caused some laughter:

The ministers of war and agriculture will give no audiences this week. Naturally, both criminals are now sitting behind bars and locks.

## SWEDEN.

THIS country now prohibits the exportation of printers' roller composition, whether colored or not, including hectograph composition.



Written for THE INLAND PRINTER.

**T. J. COBDEN-SANDERSON, IDEALIST, BOOKBINDER, PRINTER.**

BY S. H. HORGAN.



THE Doves Press has closed its doors forever. Such is the purport of an eight-page announcement received by the writer recently from T. J. Cobden-Sanderson, London. Lack of space unfortunately prevents the reproduction of only the title and last pages of this valediction.

In the first and second paragraphs of this pamphlet Mr. Cobden-Sanderson tells something of the purpose of his press:

"The Doves Press was founded in 1900 to attack the problem of Typography as presented by ordinary books in the various forms of Prose, Verse and Dialogue and, keeping always in view the principles laid down in the Book Beautiful, to attempt its solution by the simple arrangement of the whole Book, as a whole, with due regards to its parts and to the capital divisions rather than by the additions & splendor of applied ornament.

"The Books selected for this purpose have been chosen partly for the sake of the particular Typographical problems presented by them, but partly also in view of the second object of the Press, viz., to print in a suitable form some of the great literary achievements of man's creative or constructive genius. Today there is an immense reproduction in forms at once admirable & cheap of all books which in any language have stood the test of time. But such reproduction is not a substitute for the more monumental production of the same books, & such a production, expressive of man's admiration, is a legitimate ambition of the Printing Press & of some Press the imperative duty." ("C-S" used "&" for "and" to justify a line of type.)

But it is as a bookbinder that Mr. Cobden-Sanderson, or "C-S" as he is known to his friends, will go into history, for he invented the ninth style of binding. The French Government recognized his genius by purchasing two of his bindings for exhibition purposes, he being the only foreigner that has been so honored during his lifetime. The story of his taking up bookbinding is so interwoven with his career that the latter must be referred to here.

Mr. T. J. Sanderson was born in England in 1840. In 1857 he was apprenticed to an engineer but canceled the articles of apprenticeship later. In 1860 he entered Trinity College, Cambridge, to study for the church. He, however, read for mathematical honors and in 1863 left the university, refusing both honors and degrees because he disapproved the competitive system used in examinations. Then he says of himself: "For the next seven or eight years I gave myself up to Carlyle and literature (chiefly German philosophy, which is not, perhaps, literature). In 1870 I allowed myself to be called to the bar, by way of a stop gap and to stay inquiries as to what I was doing. In 1883 I abandoned the bar to become a manual laborer. I had come to despair of knowledge (in a philosophical sense) but to hope I might get craftsmanlike to do or make something with my hands."

This philosophy brought him to study bookbinding, and he studied it thoroughly in every branch under masters of the craft. The best expert in London at cleaning and mending old books taught him the secrets of that art. When he felt himself thoroughly competent he undertook bookbinding for himself. For years he did all the work on his own books except the sewing, which was done by his wife, who, by the way, was no less a person than a daughter of the great English political economist and father of Free Trade, Richard Cobden. It was on account of this union that he took the name of Cobden-Sanderson.

Being a close friend of William Morris, in 1893 "C-S" established his bindery opposite the building occupied by the Kelmscott Press at Hammersmith. Shortly after he moved

to a house near by in Doves Place, hence the name "The Doves Press." It was at first The Doves Bindery and is remembered lovingly by some Americans who went there to study binding. Miss Emily Preston, of New York, who is herself teaching the art of bookbinding, is one of the American girls who tells of what a delightful atmosphere there was in The Doves bindery.

Miss Preston just glows with delight when she tells of "C-S" and his ideals. He was most insistent on honest work — to last forever. For that reason only the best of



T. J. Cobden-Sanderson.  
Pencil Drawing by A. Legros.

C-S. 1914

leather, hand-made paper, with his own watermark, the thread, the paste, everything that went into the book, was as nearly perfect as possible. And so he designed his own type, based on Jenson, designed most of the tools used in tooling and overlooked every part of the work as it proceeded. All books were stamped "Doves Bindery" at the bottom of the inside back cover, showing that they were produced under the master's supervision, but if they are stamped "C-S" with a date then they were bound by the master himself.

Mr. Cobden-Sanderson remains one of the most picturesque figures in the Graphic Arts to-day. He it was who gave the name "Arts and Crafts" to a society, which name has been adopted the world over. He revived what was best in English bookbinding and improved it so that his impress on the art will be felt forever. William Morris and himself did great things for art in their generation, but there was a refinement and gentility about the art of Cobden-Sanderson that appeals to Americans. All through his life he was a dreamer and an idealist, but then — "The dreamer lives forever, the plodder dies in a day."



THE DOVES PRESS  
SALVE AETERNUM AETERNUMQUE  
VALE

MCMXVI

Title-page of eight-page pamphlet announcing the closing of The Doves Press.

other tasks." In a sense this will be true: but essentially my interests in life and in life's tasks will remain the same, though probably a great silence will now take the place of The Doves Press, a great silence that I may the more intimately listen to and perhaps overhear the voice—which indeed is never silent, if seldom listened for or distinguished amid the wild and unintelligible strife which is man's life to-day—the voice which is the aspiration of the universe and, in a great silence, is addressed to the soul. In this silence, listening, even now I seem to see arise on the far horizon of life's long vigil the shining summits of a great new world—a great new order touched with beauty and inflamed with a great delight—man's ultimate and infinite ideal. And with this New World trembling into life I put-to the shutters and close the doors of the Press, and, turning the key in the lock, bid farewell to THE DOVES PRESS—for ever.

#### VIII

¶ In thus saying farewell to the Press I say it also, a grateful farewell, to all who have assisted the Press, have encouraged it, worked for it, subscribed; friends and fellow-craftsmen, known and unknown, to all

FAREWELL.

SALVE AETERNUM AETERNUMQUE  
VALE

T. J. COBDEN-SANDERSON



## MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

### Packing a Pot-Jacket.

"After packing asbestos around a crucible, how long must the machine stand before the gasoline burner may be lighted?"

*Answer.*—There need be no delay. When the pot has been returned to the machine and all parts are properly attached, the heat may be applied without waiting for the material to dry. After lighting, reduce the flame a trifle for a while, so that there will be no risk of cracking the crucible. This danger is not due to the wet asbestos, but rather to the expansion of a pocket of overheated liquid metal beneath a thick crust of solid metal.

### Belts Are Too Short.

"I recently received a matrix-assembler belt which, on trying to apply, I found was too short. I set the pulley-stud to the lowest position in its slot and still was unable to pull the belt over both pulleys. Fortunately the old belt was still usable. Is there any way that I can separate the belt where it is lapped and glued so that I may lengthen it?"

*Answer.*—It will not be necessary to lengthen the belt in that manner. Immerse in water all of the belt except the part that is glued. After several hours remove it and wipe off the water with a dry cloth. Place it on the lower pulley and then draw it over the upper pulley. Allow it to remain in that position over night. It will be found that the leather has stretched sufficient to allow the belt to be used. If you desire to detach the glued ends, soak that part of the belt in lukewarm water for a short time, when the belt ends can be separated. Draw out the lapped ends and lap again so as to lengthen the belt, then fasten the ends in a vise between two slugs until the glue becomes dry. Either of the foregoing plans will answer your needs.

### Keyrods Bind on Heel of Verges.

A State of Washington operator-machinist writes: "I have gone through my files of THE INLAND PRINTER and can not find what I want for my particular trouble. We have a Model 3 linotype which gives trouble in this manner: The first twelve characters are slow on the double letters. When I hold the key down all the parts work, but, instead of a matrix dropping every time the verge works, it comes every other time. They are all right on single letters with one or two exceptions. The matrices seem to stick in the magazine until the verge works twice before they will drop. I thought the magazine or matrices were dirty and cleaned them, but the trouble still persisted. I next cleaned the keyboard cams and triggers and cam frames, and put on new rubber rolls. I tried different adjustments of the verge springs, but to no purpose. I put in new verges and pawls on some of the characters, but they did not help. The only way I can get any relief is to put

three springs on the keyrod, and I wish to use only one. The rolls are not speeded too fast, nor is the machine. The keyrods are worn some where they seat on the verges, but it does not seem to me that they are worn enough to cause the trouble. When I put the three springs on they seem to pull the keyrod and the verges down enough so that things work about right. The machine is quite old and ordinarily works fine, except it makes a good many hair-lines, mostly the lower-case. The matrices are old and the hair-lines that show are not surprising. I have been working on linotypes for ten years and thought I knew something about them, but this trouble and its persistency causes me to 'hae me doots.' The two Model 5 machines give no trouble."

*Answer.*—We believe your trouble is due to the keyrod binding on the heel of the verge. If this is the case the magazine may be lowered on that side to give a trifle more space for the keyrod to rise and fall. To make the change, loosen the set-nut and turn out on the set-screw that rests on the rod under the back end of the magazine, just to the rear of the offending characters. Try one-half turn of the screw and then tap down the magazine frame at that end so as to cause the verges to give a trifle more clearance to the keyrods. Then remove all the extra keyrod springs, leaving but one for each keyrod. Touch the keys and note if the keyrods return to normal position as they should.

### A Question of Gas Governors.

An American operator now working in Canada writes, in part, as follows: "I desire to ask a question in regard to governors for linotype machines. I have been operating machines using gasoline gas having no main pipe governors, so that the pressure was not very regular. Now I am only operating in this plant of over thirty machines. There are no governors attached and every operator has to regulate the temperature of his own metal by altering the cock on the supply pipe. I asked several of the machinists why they did not use machine governors and they said the governors are no good. I would like your opinion as to the value of governors when placed in competent hands. Is it the fault of the governor or the machinist where the results are unsatisfactory? I am working piece work and quite a lot of time is lost on account of the metal."

*Answer.*—Governors for gas-pressure control and temperature regulation have been in successful operation practically ever since the machines have been in use. They have been condemned as useless by those who did not, or would not, learn how to regulate them. We are rather surprised that there are still machinists who decry the use of the governors for temperature control. While the old-style mercury governors gave excellent results when properly regulated, it may be said that the thermostatic control of

temperature is more uniform and exact. However, the last word in control of temperature of metal in linotypes is the governor attached to the new electric metal-pot.

#### A Variety of Troubles on a Model 1.

A North Carolina machinist-operator writes: "(1) What is the proper and workmanlike method of replacing a damaged partition in magazine entrance on a Model 1? I have removed the locking-strip and placed the bottom of the partition in place, but it would not fit; did the same with the top and also tried it middle way, but do not see how I can get one in without having to drive it. In doing this the partitions are liable to injury. (2) Am having trouble securing a solid slug on our Model 1. We have the well and plunger clean, tallow was used in the well in proper proportion, and the plunger makes a full downward stroke. Have two machines here and the trouble occurs on both of them. We use a recessed mold on one. The metal does not seem to fill the mold properly. Have opened mouthpiece holes, cleaned the vents, and pushed a small wire into mouthpiece holes clear through the throat. Have tried five different plungers, fitting to different degrees of tightness in the well, but the only one I seem to have any success with is one fitting just loosely, with the plunger-rod bent about two inches above the plunger. It seems to me that the straight plunger-rod would be better, but the straight rod plungers absolutely refuse to cast a solid slug. (3) One distributor delivers every matrix properly with the exception of the G and B; have tried every remedy I know but to no avail. Have bent partitions so that the matrices fall dead center; have moved distributor bar so that they fall slightly to the right when the screws are turned by hand, and have utilized energy and thought as well as everything I ever heard of, yet these two letters persist in dropping in the wrong channels. When I go to look I find one matrix with the bottom in its own channel and the top in the channel to the right. Have tried eliminating the offending matrix, but this also is a failure. This is eight-point I am referring to. On ten-point I have very little trouble, except with the quads and thick matrices. However, my contention is, and I have heard a number of machinists claim, that ten-point should not be used in a Model 1 magazine. What is your opinion regarding this? (4) What is the proper way to set a distributor lift?"

*Answer.*—(1) To replace a damaged partition in the magazine entrance, proceed as follows: (a) Remove magazine entrance and place on table; (b) scratch a mark on lower edge of the partition plate and frame so as to have a guide in returning the plate to exact position again; (c) remove the guide-bar brackets; (d) drive or pull out the locking-strip rod and remove the strip; (e) remove the screw in the slotted hole near each end of the partition plate; (f) fasten the frame between the jaws of a vise, and with a block of wood and a hammer drive the partition plate far enough to right or left so as to lift out the damaged partition. When new partition has been inserted, the partition plate may be driven back to place as indicated by marks scratched on lower edge. Reverse operations and job is finished. (2) It appears you have done everything necessary to produce a solid slug. You might try increasing the stress of the pump-lever spring, and with a fairly tight-fitting plunger place a small amount of graphite in the well under the plunger. You do not state that you have cleaned the inlet hole in the side of the well. Use the pot-mouth wiping hook for this purpose, inserting the hook into the hole and working the handle forward and back. If this inlet hole is closed it will cause the trouble to which you refer. If you can not find the hole with the metal in

the pot, bail metal out until hole is visible. Can not see that the plunger rod need be bent in order to have it act properly. (3) Your trouble with the B and G matrices of eight-point seems peculiar. Would suggest that you try alternately an eight-point B and a ten-point B and note the manner in which they release from the distributor bar. This may give you a clue to the trouble. Send us a cap B and a G of eight-point and we will examine them and return them to you. (4) To set a distributor-lift you may first loosen set-nut and turn out on the adjusting-screw. Then send in a full line of figures. Have the screws running and then turn in slowly on the adjusting-screw. Just as soon as the lift begins to pick up matrices, you may stop turning the screw and then tighten the set-nut. In difficulties such as you describe it would be advisable to closely scrutinize the working parts during action before any change is made in the position of parts. The distributor-bar doubtless should not have been moved, as you have no trouble with other characters or points. It is a mistake to assume that ten-point should not be used in Model 1 magazines. Even eleven-point may be used. Examine the lower end of the magazine entrance guides of the offending characters and note how they align with channels of magazine.

#### Verges on Model 8 Give Trouble.

An Illinois machinist-operator writes: "I wish to ask you for advice regarding the escapement on a Model 8 linotype. (1) The matrices fail to drop properly. The keyboard, cams, triggers, keybars, etc., and also the magazine, have been thoroughly cleaned. (2) Characters that fail to drop from the bottom magazine drop as they should from the upper one, and those that fail to drop from the upper magazine are all right on the bottom. We have changed the escapement around under the different magazines and find that they always work the same. Hence our conclusion that the trouble must be in the escapement. The escapement-verge plungers have been replaced with new ones, but to no avail. The verges, so far as I am aware, have never been taken out of the frame and cleaned. These verges, it seems, do not recede enough to release the matrix, which hangs on the bottom ear in the magazine. The tension on the verge-springs has been lessened, but that does no good. (3) I would like to ask if it is your opinion that some one has taken the verges out to clean them and replaced them wrong. They are all of different measurement, and we can see that if they are in the wrong slots this would cause our trouble. We do not like to change these around unless we know positively that our trouble lies here. If this is not the trouble, we would be greatly indebted to you if you would explain to us the adjustment that probably is out of order, and how to adjust it."

*Answer.*—(1) You should not change the escapements. Keep each one in its proper place. (2) We would suggest that you remove the escapement and take out the verge-plunger and see if it is as straight as it should be where it operates under the plate. Polish and graphite all of the parts and return to place. If the plunger is not straight, and you can not fix it, replace it with a new one. (3) It is not likely that the verges have been changed as you suggest; it is quite unlikely that any one would take them out, except one at a time. Do not alter the tension of the verge spring, unless it is too weak. The escapement was adjusted when it was applied to the machine and it need not be altered afterward.

In a later letter the operator writes: "In following your suggestions I found that the verges were bound slightly on the verge-rod. This was taken care of, and since then we have had no trouble with the machine."



Written for THE INLAND PRINTER.

## AN EFFICIENT NEWSPAPER AND PRINTING PLANT.

BY CHARLES S. BROWN.



HAVE just visited one of the most handsome and efficient newspaper and printing plants in the country. It is that of the *Daily News*, in Beloit, Wisconsin, a city of 20,000, and the owner is D. B. Worthington. He dreamed a dream and made it come true.

There are buildings that are bigger and equipments that represent more money, but in all my travels during thirty years into practically every State in the Union I have seen nothing finer anywhere than Mr. Worthington's creation. And the fame of it has spread by reason of the fact that the ink men and the paper men and the roller men and the type men who have visited Beloit during the past sixty days gained the same impression that I did — that there was the "perfect shop."

The life of every newspaper man is more or less dramatic, but that of Mr. Worthington has been unusually colorful. He started out as a printer's devil in his home town of Grand Rapids, Wisconsin, and served a three years' apprenticeship at \$2 a week. He had a fixed idea — of ultimately doing something worth while in the newspaper game. He told me that as a boy he believed that to be a good



D. B. Worthington.

reporter on a big city daily would be the highest human achievement. And possibly he was not far wrong. He "held cases" on La Crosse and Milwaukee papers in the olden days when type was set by hand. He conducted weeklies in northern Wisconsin, on the remote plains of Dakota in 1883 — setting up a shop in advance of incoming settlers — and in southern Oregon, 100 miles from a railroad. Thus he gathered a lot of experience and came to know much of

human nature. And he became a reporter on big city papers — the *Milwaukee Journal*, *San Francisco Chronicle*, the *Seattle Post-Intelligencer*, and finally on the *Chicago Record-Herald* under Leigh Reilly and Herman Reiwitch — city editors of that day.



The Classic Entrance.

It was just twenty years ago that he left the *Herald* and went to Beloit with a buoyant temperament, a perfectly good nerve and \$12 in his pocket — and bought a daily newspaper that had failed. The terms were: Nothing down and three years to pay out. I suppose it was Youth and the dare-devil spirit that carried him through those first crucial years. He literally had to fight his way, inasmuch as "the other paper" was a Gibraltar in the community. But he managed it somehow, taking partners at times and later buying them out at advanced figures. He maintained an undaunted spirit and was always jealous of his credit. To keep his engagements and meet his obligations on the minute was a part of his religion. And that brings us somewhat abruptly to what he has wrought during the past year.

The rival paper had undergone changes of ownership and had so weakened under the protracted fight of nearly a score of years that Mr. Worthington bought it and consolidated it with his own in March, 1915. From that minute he traveled fast to reach his goal, to crystallize into actuality the dream he long had of publishing a daily of



A Corner of the Lobby.

which the city would be proud, and issue it from an ideal plant.

He spared no money and yet he wasted none. He permitted his architects to incorporate a lot of carved stone into the cornice, pilaster caps and entrances of his building, to produce a distinctive and classic effect. This was heightened by the introduction of carved lions' heads in the parapet wall. The brick employed was in four tones, blending charmingly. The whole structure was built to endure — and be beautiful. And the money spent to make it artistic proved a genuine asset in that the whole city admires it and commends the publisher who was willing to contribute to the community's architectural betterment.

Mr. Worthington did a heroic thing because he is blessed with a sense of the beautiful along with his practical turn of mind. He concluded to "junk" everything in his old establishment except his five linotype machines and some high-grade job-presses. He does a large printing business, by the way, and it is no small job to design a plant to fit two kinds of business economically. But he did it scientifically; otherwise this story might not have been written.

On entering the business office one unconsciously removes his hat, there is so much of beauty and restfulness. The room is forty-five feet long, opening from a spacious lobby. All is done in mahogany finish, and behind a counter of

graceful lines are a dozen mahogany desks. Letters in gold direct the patrons. A touch of rose in the wall decorations and pure white lighting fixtures produce a perfect color scheme. Mr. Worthington's private office — daintily appointed — commands the business office and lobby from two doors.

The editorial rooms are on the opposite side of the hall from the business office, easy of access to the man who has "a story." These rooms, too, have a complete equipment of new furniture. To make the boys happy, new typewriters were secured for the whole plant. Mr. Worthington carried out the theory that there is no money or comfort in clinging to anything that is inefficient.

The composing-room is in the rear — in quick touch with the editorial rooms. This workshop is unique in more ways than one. First, it is a symphony in white and olive-green, with brilliant illumination for dark days. Second, it has a complete steel equipment, everything of wood in the old office having been relegated to the kindling pile. The linotypes are in double files and ten feet is the greatest distance to the dump. From the dump to the steel make-up tables is three feet; and from the made-up page to the mat-roller and steam-table is six feet. There is no loss of steps. Further to the rear are the ad. and job cases and job stones — and it is an interesting fact that on the sliding shelves of two of the steel job stones there are nearly one thousand live standing job forms for the industrial concerns of Beloit. If steel equipment were not in vogue, saving space, Mr. Worthington would have had to add at least ten feet to the length of his building, which is 50 by 110. The equipment in the composing-room was rounded out by the addition of a Lanston typecaster which has paid a third of its cost in two months, particularly as the paper was changed



The New Home of the "Daily News," Beloit, Wisconsin

over from a seven-column, thirteen-em, to an eight-column, twelve and one-half-em paper; and this required a vast amount of new leads, slugs, rules and borders. There is no hunting now for leads and slugs and type sorts on days when there is big advertising.

The basement contains the stock, stereotyping machinery, Gordon and Miehle presses and a new sixteen-page Duplex tubular plate press. The room is high, light and finely ventilated. It is so light, indeed, that shades are on all the windows to exclude the sun on the warmest days.

Mr. Worthington's instructions to the Duplex Printing Press Company to so modify the construction of his press as to permit the printing of an eight-column, twelve and one-half-em paper resulted in a large saving in these days of high-price print-paper. Not only does the narrower column give him a slightly higher advertising rate and save an inch and a half of white print on every page, but the extra columns mean fewer pages. Altogether, his saving in paper bills is at least ten per cent.

The beauty and efficiency of the *Daily News* plant spell dividends. That's the moral of this tale. The people of Beloit are proud of the building, the equipment, and of the modern daily that issues from it. If there were any hostilities due to the absorption of the rival paper they have disappeared and the institution is given hearty support. The verdict is that the publisher has done something worth while, that he has made a distinct contribution to the city's advancement. The force employed on the *Daily News* is highly organized and loyal, and each person realizes that he or she is working under the finest possible conditions in a plant that is in every sense artistic and where expense was not spared to produce real joy in labor.



The Business Office.

Finally, the big outlay is warranted because Beloit is an "up-and-coming town" educationally and industrially. The city's college, libraries and public school system are famed. Beloit has the biggest oil-engine factory and the largest wood-working machinery plant in the world. It makes print-paper machines, two million pairs of hosiery per annum, women's fine shoes, scales, disc grinders, taps and dies, machine knives, agricultural implements, gloves and clothing, and many other things.

It boasts of great foundries and has the only linen mill in the United States. More than 5,000 persons are employed in the city shops and they receive higher wages per capita than the workmen of any other city in Wisconsin.

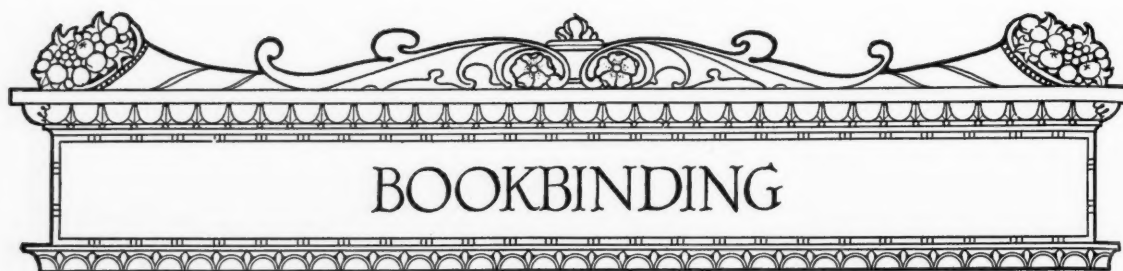
Beloit has four banks with deposits exceeding \$6,000,000; it has a \$100,000 Y. M. C. A., and advanced thinkers in the city's pulpits, and Mr. Worthington tells of these things to visitors and through his paper, enthusiastically. He is a booster. Consequently he is one of the city's assets.

NOTE.—It is fitting that a newspaper, being, as it is, such an important factor in the development of a city, should be produced under such ideal conditions—conditions that are conducive of the best efforts of all engaged in its production. Mr. Worthington is, therefore, to be complimented upon the standard he has set and upon his contribution to the advancement of his community.—EDITOR.



A Part of the Pressroom, Showing Five Gordons and Two Miehles.





BY JOHN J. PLEGER, Author of "Bookbinding and Its Auxiliary Branches."

Copyright, 1917, by John J. Pleger.

The author of "Bookbinding and Its Auxiliary Branches," Mr. John J. Pleger, has arranged to contribute to these pages an intimate and detailed description of the various processes of bookbinding. The intent is primarily to make printers better acquainted with the foundation principles of good bookbinding, and to that end a greater liberality of treatment will be attempted than is practical for text-book purposes. Inquiries of general interest regarding bookbinding will be answered and subjoined to these articles. Specific information, however, can be arranged for by addressing Mr. Pleger, care of the Inland Printer Company.

#### The "Once Over" of Your Bindery.

Slang at times conveys the meaning more accurately in a few words than an entire paragraph of conventional language. So when we, in the language of the street, allude to giving a person or thing the "once over," we really mean that we are carefully surveying, examining, investigating, exploring, searching, looking into, inquiring and scrutinizing. We are prone to criticize other people and their methods, but rarely do we find the time to look for faults in our business or our antics. There are few men in any trade who have had the opportunity to examine a number of establishments and so profit as to remedy the shortcomings in the general arrangement of their own plants.

There is probably no trade in which so many suffer in comparison with well-regulated establishments as in bookbinding. It is surprising that there is such an appalling indifference in regard to the arrangement of machinery, benches, tables and piling space. The explanation is usually made that the bindery had a humble beginning in a space not too large for the original equipment. Then, too, light had to be considered, and as certain branches of the trade required the best of light it was well nigh impossible to arrange the bindery systematically and progressively. Around these conflicting claims of the bindery as originally laid out the bindery comes to look like a jumbled-up mess of inconsistencies, and is obviously not in accordance with the requirements. As the bindery grew, new machinery and equipment were added and placed in the most convenient vacant space without regard to the handling or re-handling of the stock. Weeks, months and years passed without any effort being made to eliminate unnecessary handling of the stock. There are complaints that this branch of the graphic arts is a losing proposition; competitors are accused of giving the work away and having no real knowledge of cost. They are satisfied that in business dealings and knowledge of the trade and cost, they approach the acme of perfection. Hence it follows, in their minds, that "their competitors are nincompoops and certainly putting the bookbinding business on the bum." The harm to the trade comes from these self-satisfied gentlemen who do not understand that there are ways of genuine economy they know not of.

The writer visited a bindery, employing upward of seventy people, which was spread out in nine separate rooms on three floors. It is needless to say that this concern was heavily mortgaged and had no hope of relief. It was quite impossible to compete with more enterprising concerns; and to meet their figures simply spelt ruin under the costly

and expensive layout. There is hope even for this concern if it will but brush off the cobwebs, move into quarters where the entire bindery can be laid out on one floor, and have the machinery arranged so that the work will go through progressively.

Another concern employs about 250 people and is spread out on six floors. The original equipment was purchased from a receiver some twenty-five years ago, and was then considered out of date; but it is still in use. New equipment was rarely purchased because the secondhand idea possessed the owner. As additional machinery was needed the bargains in offcast machinery were sought. Notwithstanding the fact that the place was crowded for space, the best part of two floors was used to store discarded machinery which had been there for many years and was only fit for the junk heap. In the original layout of the plant some attempt was made to route the work progressively from one floor to the next, but with the addition of secondhand equipment placed in convenient vacant space much double tracking was necessary. Instead of trucks and tables on wheels to avoid piling and repiling of work, the employees were allowed to waste time carrying the work from place to place and from floor to floor. Often men and women were holding a pile of books waiting for the elevator to take them up or down; this would invariably consume from fifteen to twenty minutes. The gathered books were carried to the sewing-machines, then to the smashing-machines, then to the trimmers, then to the rounder and backer, then to the headbander and liner-up, then to the caser-in, etc. The proper method would be to have benches on rollers which would follow with each operation completed to the next without handling. There should be no stationary benches to pile books on, but, instead, space provided so that benches on rollers could be wheeled in the proper place, and when the books have been piled on the benches after each operation they can be moved along to the proper place for the next operation.

There is no question but that the money saved in handling and repiling would enable a rearrangement of the bindery once or twice a year. Not only would there be a considerable saving of time, but also a saving of stock, kicks about shortages and allowances. This concern could easily dispense with the services of four out of five repair men, which it employs, because there would be fewer end sheets ripped off the books, less carelessness in handling, fewer scattered books after they have been gathered, fewer soiled and torn sections. It is clear that any concern which finds it necessary to employ five repair men is permeated with the



rankest kind of carelessness; employees put imperfect books through without any care as to the amount of time that will be consumed to make the repairs. Another wasteful method was to take the books out of the press and pile them on the table or floor back of the presses. They would often remain there for days or weeks, and the books on the floor would be kicked by the workmen, the edges, corners and boards battered — all of which helped to increase the work for the repair men.

consists of taking the books from the boards and onto the table ready for wrapping. This is a very efficient arrangement and time-saving appliance.

Cleanliness is another matter which was neglected, and it is safe to say that the place never had a thorough cleaning in twenty years. The amount of dirt and oil on and under the machines and benches was enough to keep a porter busy for a month. The explanation was that the company refused to keep a porter steadily on the job. The



#### REMEMBERED DAYS.

Photograph by George A. Alsop, Chicago, Illinois.  
All rights reserved.

Some one had the idea that a shelf elevator running from the forwarding floor to the shipping-room floor would save handling. There is no doubt but that this method was an improvement over that of sending employees down with a handful of books and wasting fifteen to twenty minutes waiting for the elevator. But just consider the amount of handling; the books were taken from the press and piled on the bench near the shelf elevator, then a few books at a time were put on the elevator, taken away on the shipping-room floor and piled on another table; the books were then taken from this table by the inspectors, placed on their table and looked over for imperfect copies. With a standard press equipment a pressful of books can be taken from the press and rolled onto the elevator and in back of the inspectors' bench. There is but the one handling, which

washroom and marbling corner was a severe indictment against the factory health inspection system. Men and women can not render efficient service under unsanitary conditions. How any thoughtful person financially interested in an institution of lax methods can tolerate such waste, I am unable to fathom.

Under such conditions the bindery must be a losing proposition, and if to this is added haphazard *guesstimating* we are not surprised if the sheriff is ready with hammer and tacks to give the final notice that at the erstwhile quarters on such and such a day there will be sold all the assets of the company, by the best auctioneer, to the highest bidder.

To forestall any such action we would advise a "once over" and the employment of an efficient factory manager,

who must be given an absolutely free hand to effect the sadly needed reforms. It would prove a boon to any concern to employ an expert to constructively criticize its plant once every five years. If, by reason of steady growth, the route of the work is not progressive it will be an investment earning at least ten per cent to rearrange the bindery. The day is past when expensive, unmethodical ways can be harnessed on the consumer. While you are taking your inventory, give your shop arrangement a "once over"; this year inventory your managerial liabilities and assets.

#### Folding Paper.

The first process in bookbinding is the folding of sheets into convenient sizes and thicknesses. To do this the imposition on the sheet when folded must be in numerical order. All letterpress forms are referred to as signatures.

The ancient designation of sizes is as follows: folio, quarto, octavo and duodecimo. These names signify the number of leaves into which a sheet of paper 19 by 24 inches has been folded. A folio is made up of one sheet of paper, folded in the center, forming two leaves and four pages. The sheets of a quarto have a second fold, making four leaves and eight pages. Octavo sheets have three folds, or eight leaves and sixteen pages. Due to the many different sizes of paper made, these terms have become obsolete, and the page size is now given.

All folding should be accurate, so that when running through a book the pages maintain a true register and are exactly on top of each other. Care must be exercised on sheets printed with small margins, as discrepancy is obvious. To fold with the print means to register the printed pages in folding so that when holding the folded sheet to the light the printed matter and folios are exactly on top of each other. A sixteen-page signature is the standard imposition for letterpress work. Provided the paper is thin, the sheets can be imposed in thirty-two pages. The standard paper is a trifle too heavy for bookwork made up in thirty-two page forms, as the sections when trimmed on sewed books show starts and are rendered unsightly. As one guide is, or should be, used in printing, considerable speed can be attained by folding to the edges instead of with the print or folios. The sheet can be gaged above or below the edge so that the register is obtained without the extra labor of looking at the print or folios. Verification should be made every fifty sheets. In the following description of folding, the page numbers are given for the first signature; the operation is, of course, continued in like manner on all signatures.

#### Hand Folding.

Four-page forms have but one fold and are usually folded five sheets at a time. They are then placed with the inner faces toward the table and run out with a folder. The sheets are picked up one at a time with the right hand, transferred to the left, and then rubbed down.

Eight-page forms are double the size of four-page forms in the same size page, but have two folds. The folding is done by running out the sheets to the right of the operator, picking up the sheet on the edge with the right hand, bringing it over to the left, registering it with the pages; and then the folder is run forward over the paper. The farther end of the folded sheet is picked up with the left hand, brought over and registered with the opposite page, then the folder is run across the paper from right to left, and the completed signature laid aside with the left hand. Care must be taken to register the page forms on each other to obtain even margin through the books.

Twelve-page forms for the same size page are three

times the size of four-page forms, and have three folds. A marker is usually put in the form in printing between pages 8 and 11 to expedite and assure registering of pages 4 and 9 with pages 5 and 8. Fold by bringing the right end of the sheet over to the aforesaid marker, registering with the center forms; then crease with the folder. With the right hand bring the folded right end over to the left and register page 3 with page 2, and 11 with 10. With the left hand pick the farther half of the folded sheet, put the folder tight above the prospective fold to break the paper in the fold; bring the paper over, registering pages 6 and 7, and crease.

Some printing-offices make up a twelve-page fold in such a way that the sheet, after the first fold has been made, must be turned before the second parallel fold can be made. This is obviously extra labor; besides, in sewing or saddle-stitching the picking up is more difficult.

A sixteen-page form is twice the size of an eight-page form in the same size page, and in folding the paper it is laid with page 1 facing the table to the left and fanned out at the right. Pick up the right edge of the sheet with the right hand, bring it over to the left, registering pages 2 and 3, 6 and 7, etc., and crease. The farther end of the folded sheet is picked up with the left hand and brought over, registering opposite pages; then creased from right to left. Shift the sheet, bringing the last fold from the horizontal to the perpendicular at the right. Pick up the farther end with the left hand, put the folder tight above the prospective fold on the edge of the fold to break the paper, bring the paper over, register it on the opposite page, and crease from right to left. The sheet is then laid aside with the left hand and the operation continued.

Thirty-two-page forms are double the size of sixteen-page forms for the same size page, and have four folds. The operation for three folds is the same as for sixteen-page forms. Proceed with the fourth fold exactly as above described for the third fold. To avoid buckling on heavy stock, the sheets must be cut two-thirds the length through the third fold, the folder placed tight over the prospective fourth fold, and the farther end brought over the register with the opposite page.

#### WHEN THE OLD ONE-HORSE SHAY WAS NEW.

To Prof. W. G. Bleyer, of the Department of Journalism of the University of Wisconsin, we are indebted for the following:

A newspaper advertisement 188 years ago in the *London Daily Post* of August 22, 1728, a copy of which is in the Wisconsin Historical Library, telling of the invention of the one-horse chaise, affords an interesting example of advertising methods at that date. It is as follows:

His Majesty has been graciously pleased to grant his Royal Letters Patent bearing the date of the 20th day of July last, unto William Chapman of London, Coach and Coach-harness Maker (for the term of 14 years) for his sole making a new-invented Chaise or Chair with two Wheels, to be drawn by one Horse between a pair of shafts, which is so contrived as to quarter the Roads with great Ease by the Person riding in it, without Lett, Stop, or Hindrance, the Horse continuing in the same path, so as the Wheels go exactly at all times in the Coach Track, by which means the person in such carriage may travel with more expedition, Safety and Pleasure both to himself and Horse, than in any thing of like nature hitherto invented. The great Use and Convenience of the said invention will readily be made to appear by the said William Chapman at his House in Wormwood Street, London Wall, near Bishopsgate, where several carriages are already made.

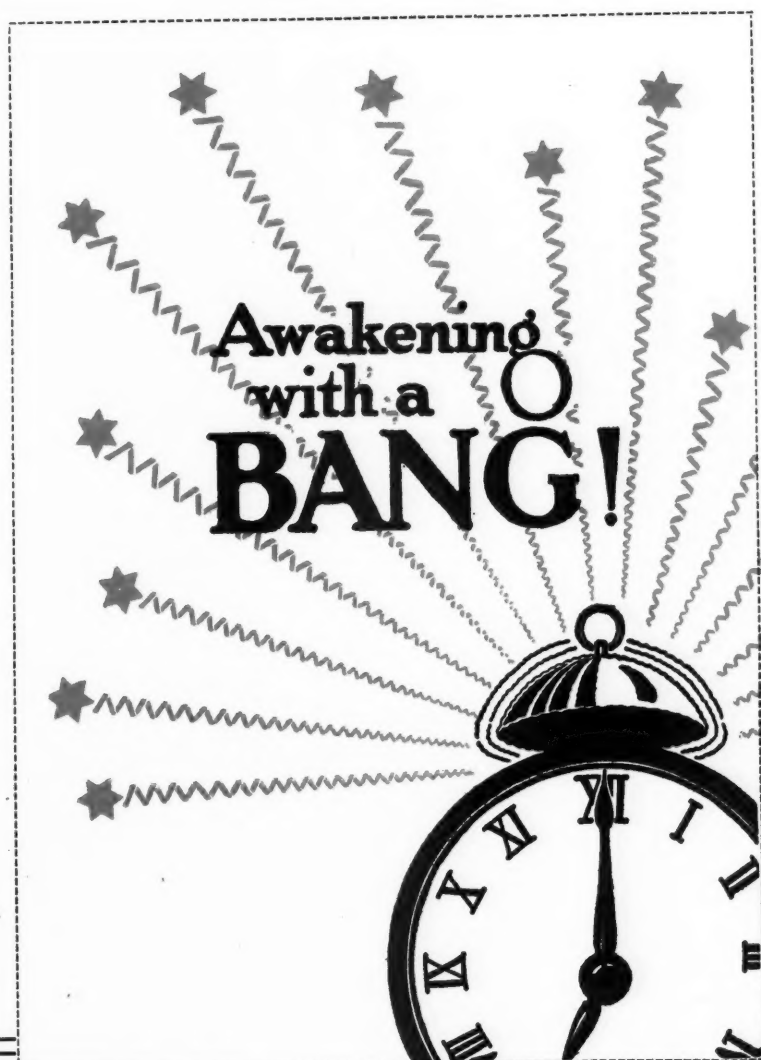
#### PROFICIENT ANYWAY.

"Did the new chauffeur fill the bill?"

"No. But he came near filling the hospital." — *Brown-ing's Magazine*.

Advertising Ideas by  
**THE HERALD PRESS & DIRECT  
ADVERTISING AGENCY**

Montreal and Toronto



First Page of Folder.

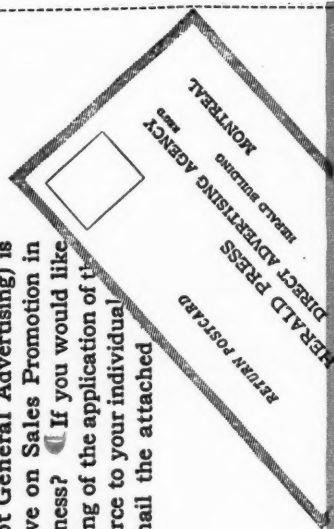
**I**n attribute much of the study now taking place and about to begin in Canada to the German alarm clock, which has gone off with a bang sufficient to startle the world."

*—Harrison E. Howe, head of the Industrial Research Bureau established by Lord Shaughnessy under the auspices of the C.P.R.*

**C**ANADIANS as a people, and business firms as individual units, are rubbing their eyes and looking around. ¶ They realize that the old methods are obsolete; that the business, big or small, which is not organized on scientific methods, is doomed in the new era which confronts us. ¶ The alarm clock has particularly startled the world out of the old snoozy ideas of Advertising and Salesmanship. ¶ Have you been honest enough with yourself to inquire what bearing Direct Advertising (not General Advertising) is beginning to have on Sales Promotion in your line of business? ¶ If you would like to know something of the application of the powerful sales force to your individualness, why not mail the attached

**TODAY?**

**THE HERALD PRESS & DIRECT  
ADVERTISING AGENCY**  
*Montreal and Toronto*





# ***Before the Start!***



**—Where training and preparation  
contribute 90 per cent to the  
WINNING FINISH!**

First page of the second folder of a campaign inaugurated by The Herald Press and Direct Advertising Agency, Montreal, Quebec. (Inside spread on following page).

**H**IS is the way we will set about the planning of a Direct Advertising Campaign for developing and expanding your business.



**FIRST.** We will make a thorough investigation into your Sales Problems; we will ascertain the strongest selling points about your merchandise, from the point of view of the people who would buy as well as from your point of view; we will find out the special difficulties and peculiarities of your whole possible market.

**SECOND.** We will make an analysis of the facts revealed by the investigation, and formulate conclusions.

**THIRD.** We will proceed to construct a logical Advertising and Sales Plan based on these conclusions.

**FOURTH.** We will put the ideals and arguments thus logically evolved into the most suitable and most attractive printed form.

**U** You will see that Direct Advertising is not the mere mailing out of disconnected folders, but a sound and methodical sales policy designed to reach the possible customer in a manner that he cannot help but appreciate.

**U** Training and preparation, therefore, are the essentials of success. These are what we offer you. We sell you not only good printing; we sell you the right material to print—material that is the product of experience and organization.

**U** We would greatly appreciate the opportunity of talking over with you a Direct-by-Mail Advertising Campaign for your business. We suggest that you fill in the accompanying post card. An experienced representative (not a solicitor) will call at your convenience, and there will be no obligation whatever on your part.

## THE HERALD PRESS & DIRECT ADVERTISING AGENCY, *Reg'd*

*Montreal and Toronto*

Inside spread of second folder of campaign by The Herald Press and Direct Advertising Agency, Limited, Montreal, Quebec, emphasizing the firm's ability to handle every detail of its clients' advertising problems.

# JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

## Emphasis by White Space.



ANY compositors are of the opinion that proper emphasis is to be obtained only in the use of large and bold type. They are ignorant or forgetful of the true force which gives emphasis, and that force is contrast. Contrast is not obtained alone by shouting. A whisper is more clearly audible in a quiet room where no other sounds obtrude than is a louder tone in a hall when one's ears are filled with the shuffling of feet and audible whisperings here or there, punc-

line. This makes it essential to set display lines apart from the text of advertisements, circulars, etc., by extra space if the greatest display effectiveness is to be obtained. Figs. 1, 2, and 3 illustrate these points satisfactorily and we direct your attention to those exhibits. Study them carefully, note the points made in the captions, and see for yourself how true are the statements which we have made.

In the advertisements which come to THE INLAND PRINTER, and, in fact, most of those we see in newspapers and magazines, we note all too frequently a disregard of the advantages of white space. The idea seems to have

## EIGHTEEN-POINT

FIG. 1.—The 18-point line here is more prominent than the 24-point line alongside because of the contrast afforded by the white space, the line standing alone in the rectangle.

uated at intervals by coughing and the clearing of throats.

White space is one of the most effective means of obtaining emphasis, and the more white space — up to a certain point, of course — the greater the emphasis. A line of eighteen-point type in a rectangle has greater prominence than one of twenty-four-point surrounded by smaller type, which, together, fill the rectangle. If the small type crowds the twenty-four-point line closely, the latter does not have nearly the prominence as when a greater amount of white space appears above and below that

White space is one of the most effective means of obtaining emphasis, and the more white space — to a certain point, of course — the greater the emphasis. A line of eighteen-point, standing alone in a rectangle, has greater prominence than a line of display in

## TWENTY-FOUR

point when surrounded by smaller type, which, with it, fills the rectangle. If the small type crowds the twenty-four point line closely the latter does not have nearly the prominence as when a larger amount of

FIG. 2.—The small type here takes up the white space, and the crowded 24-point line is not so prominent as the 18-point line in Fig. 1 because of the fact that there is less contrast.

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## TWENTY-FOUR

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FIG. 3.—By increasing the amount of white space above and below the display line, it has greater prominence than in Fig. 2. This is due to contrast afforded by the added white space.

been in most cases to see in what large sizes they could be set. The advertisements are completely filled — maybe there will be a pica of space between type and border, maybe only a nonpareil — and the effect of congestion makes reading difficult and gives an unattractive appearance. To do its work efficiently type must have sufficient breathing room. Reading-matter ordinarily appears part way around all newspaper advertisements. The reading-matter runs flush to the column-rule, which, in turn, is flush to the border of the advertisement. If the type in the

advertisement is set close to the border, with an inconsiderable amount of white space between, the reading-matter and the type of the advertisement virtually run into each other. There is not a sufficient break to make the advertisement stand out as a unit in order to command or direct attention to it. If a liberal amount of white space appears between type and border of the advertisement, the type will stand out more prominently. It will be emphasized in

inside the border, or center it horizontally and place it slightly above center vertically. Such a position would not be as interesting as the arrangement as it stands and there would not appear to be as much white space in the design as is apparent to the eye when that white space is massed at top and left side.

Do not be stingy with white space. The contrast afforded by a liberal background of white makes it possible to gain

RA"	Valeska Suratt in "Jealousy"	LOGAN SQUARE.	EAST LOMA
uesday	"THE CHILDREN PAY"	2342 Milwaukee Av.	"THE
ORROW	ADMISSION 10c. ADULTS 15c.	Albany 772.	AND H
"	KEDZIE, Twelfth St. and Kedzie Av.	SPECIAL	ERIE
ORROW	"THREE OF US"	FEATURE	MUSI
"	LEXINGTON, 715 S. Crawford Av.	LOWY'S, 740 Milwaukee Av.	FULLERTON
"	BEAUTY CONTEST	"The Shielding Shadow," No. 8.	"A LASS
"	LYDA	THREE OTHER GOOD PICTURES.	HOYNE, 111
"	315 N. Green Av.	ADMISSION, 5 CENTS	1011
"	LOCAL DANCE REVUE. Also	LYRIC, 1317 Milwaukee Av.	JEWEL, 622
"	TODAY'S FAREWELL TO	"THE GIRL FROM FRISCO"	CHUR
"	"THE GOOD BAD MAN"	LUCILE	CHUR
"	Also at All Star Theatre Comedy.	631 N. Green Av.	CHUR
"		An Extra Good Show	JULIAN
"			"THE F
"			FLOR
"			KEYSTC
"			TE
"			"HER
"			EDITH ST
"			KNICKE
"			FA
"			"The
"			LAKE
"			LITTL
"			"Shad
"			LA SA
"			EA
"			"THE
"			LINCOL
"			Line
"			V
"			OTF
"			MATIN
"			NEW I
"			"The
"			WAI
"			MOHAWK
"			NEW I
"			MAR
"			"Miss
"			Also CHAS
"			NEW FLA
"			Musical



spend one's declining years in comfort is principally a matter of proper saving during the period of activity.

To derive the greatest benefit from your savings account, you should deposit your savings with a bank which has the necessary equipment to give you every banking service. The Merchants Loan and Trust Company Bank is at all times ready and willing to extend every possible service to its savings depositors.

THE CHARACTER OF THIS BANK IS REFLECTED IN THE PERSONNEL OF ITS BOARD OF DIRECTORS

Frank H. Armstrong	Chauncey Keep	Edward L. Ryerson
Clarence A. Burley	Cyrus H. McCormick	John G. Shedd
Henry P. Crowell	Seymour Morris	Orson Smith
Marvin Hughitt	John S. Rannels	Albert A. Sprague
Edmund D. Hulbert		Moses J. Wentworth

All Savings Deposits made with this Bank on or before Wednesday December 6th will draw 3% interest from December 1st.

112 WEST ADAMS STREET  
Identified with Chicago's Progress Since 1857  
CAPITAL AND SURPLUS \$10,000,000



FIG. 4.—Because of a lack of white space the large advertisement blends into the general tone of the page, and does not stand out.

the same manner as a line is emphasized by the addition of white space as illustrated in Fig. 3.

We show on this page an advertisement which is crowded (Fig. 4) and alongside another in which a greater amount of white space appears between type and border (Fig. 5). Both were clipped from newspapers sent us for review and both have reading-matter about them. It should prove that the advertiser who objects to paying for white space is in reality cheating himself, because he loses that emphasis which white space so bountifully affords.

While experience has shown that the most pleasing distribution of white space, from an artistic standpoint, is obtained by placing approximately an equal amount at top, bottom and sides, nevertheless, the most striking and effective distribution is obtained by massing the white space in one or two places. Such a distribution adds interest, and advertisements so handled fairly "pop" out of the page and force one's attention to them. The Fifield & Stevenson advertisement on this page (Fig. 5) is a very good illustration of the point we are endeavoring to convey. The ordinary method would be to center the group of lettering

REGENT, 6	STAR VAUDEVILLE	2000 N. Western.
"THE 5	AND FEATURE PICTURES	Dipped Acts for the single & admission of
REPUB	"THE MORALS OF HILDA"	Any Theater on the Northwest side.
"Thoi	PALM, 4247 Irving Park Blvd.	
wild Tyst	"THE MORALS OF HILDA"	
ROSEALYN,	PALMER, 3224 Armitage Av.	
"Ti	Frank Rogers in "The Forgotten Prayer"	
ROYAL, 74	Western Mustang & Art Drama. 12 final Week	
SITTINE	to end a Good Funny Comedy.	
BER	PARAMOUNT	
"LO	2035 Milwaukee Av.	
Also a Two	EARLE WILLIAMS	
Also, Under	"THE SCARLET RUNNER"	
STANDARD	PLAISIR, 1917 N. Crawford Av.	
HELEN B	VALESKA SURATT in	
"A Las	"THE STRAIGHT WAY"	
STAR, Full		
"The Gr		
STRANI		
TI		
"HEI		
TEMPL		
"The		
VITAGE		
EA		
"THE		
VICTOR		
SIX DI		
FANCY		
5—Ot		
Also—TI		
WILSON		
"THE I		
OSCAR I,		
ASTA		
WILEY, 21		
74		
WINDS		
Click and		
An A		



**The Fifield Scarf**  
is suggested for those who wish to select Christmas Neckwear distinctive in design and characteristic in material. Each Fifield Scarf is individually cut and made in the Fifield workrooms.  
Priced \$1.50 to \$5.00  
**Fifield & Stevenson**  
Men's Wear  
326 S. Michigan Boulevard

FIG. 5.—The advertisement here, because of the contrast afforded by the white space inside the border, literally "pops out" from the page.

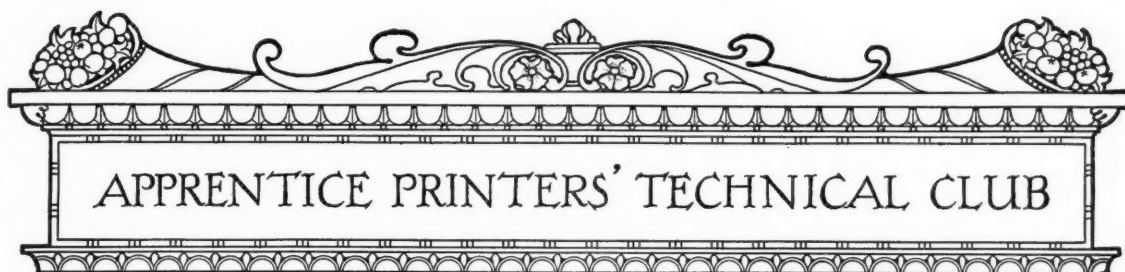
equal prominence as afforded by larger type more or less crowded, which the increased size would naturally be, and one thereby kills two birds with one stone. He obtains the desired emphasis and, with it, an effect of neatness which the use of small types produces.

Remember, as we stated last month, emphasis is not obtained alone by shouting. It is secured by contrast, and contrast is obtainable in many ways. Learn all of them.

#### The Association of Ideas.

A Chicago medical house a few years ago was having considerable difficulty with its advertising. It apparently was producing only mediocre results. The heading was "Cold Feet" and the advertisement meant to attract persons who were bothered with cold feet. Somehow the copy didn't attract very well. An advertising man was called in and he changed the headline from "Cold Feet" to "Warm Feet." In a twinkling, the copy began landing the orders. To persons with cold feet there was a lure in the words "warm feet," and the advertisement so headed brought back their orders.—J. B. Powell.





BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentices Printers' Technical Club, 624-632 Sherman Street, Chicago.

**"All Display Is No Display."**

IF you ever experience the confusion which attends the effort to hear and comprehend what several are saying, if all are addressing you at once? Did you ever come to a corner where several unfamiliar roads unite, and where numerous signs directed you this way to one place, that way to another, and some other way to some other place? If you have, and few of us have escaped one or the other of these predicaments, you were in the same position that the fellow is who tries to read and comprehend an advertisement,

common and contrast is lost. A new color, or combination of colors, in women's wearing apparel is very striking when first seen and when few are wearing it, but it passes unnoticed when more generally worn, when it becomes commonplace. Human nature is very much the same and laws apply in one instance as in others. Hence the subject of our article, "All Display Is No Display," which is not a new title, but one quite frequently used.

Take the advertisement (Fig. 1) reproduced on this page as a case in point. The man who set it was not a very good judge of human nature and the forces that affect the human mind. He tried to emphasize everything, appar-

**It Will Prove**  
A CONSTANT PLEASURE  
to the  
**CHILDREN**  
Enroll them as members of our big enthusiastic  
**CHRISTMAS SAVINGS CLUB**  
and let them acquire the habit of saving.

They will enjoy the idea of saving for Christmas. The weekly deposits will keep the Christmas spirit alive the year around, and when they get checks from "Santa Claus" they will be delighted.

**IT'S JUST AS MUCH FUN FOR THE GROWN-UPS**  
Enroll and set the children an example in THRIFT. Let everyone in the family join and all will have money to make next Christmas.

**A MERRY CHRISTMAS**  
in the fullest sense for themselves, their families and their friends  
**EVERYBODY ENROLL NOW**

**Our Fourth Club Now Forming**

**Jasper County  
Savings Bank**

FIG. 1.—In this advertisement too many points are displayed, and the fact that all the display lines are so nearly the same size causes them to lose their effect. They nullify each other.

circular or other piece of publicity print in which almost everything is displayed.

Display is obtained by contrast, the important items being set in type which is more prominent, either through size, tone or difference of form, than the type in which the text and unimportant lines are set. Contrast is distinction, or difference. Hence, when too many items are emphasized, we lose the distinction, for the display becomes

Enroll the children as members of our big enthusiastic

**CHRISTMAS  
SAVINGS CLUB**

*It will prove a constant pleasure to them  
and help them acquire the habit of saving*

THEY will enjoy the idea of saving for Christmas. The weekly deposits will keep the Christmas Spirit alive the year around, and when they get checks from "Santa Claus" they will be delighted. It's just as much fun for the grown-ups. Enroll and set the children an example in thrift. Let every one in the family join, and all will have money to make next Christmas a merry Christmas in the fullest sense for themselves, their families and their friends.

**EVERYBODY ENROLL NOW!**  
*Our fourth club now forming*

**Jasper County Savings Bank**

FIG. 2.—Here fewer points are emphasized and there is greater variation in size of display lines, all being emphasized in proportion to their relative importance. Compare with Fig. 1.

ently, and evidently did "bring out" everything for which there was, in his opinion, the least excuse for emphasis. The result is, emphasis is lost. He set so many lines in display that the black type lost its effect of force — became commonplace as it were — and thereby failed in its mission of giving emphasis where emphasis was due. The display lines are also too nearly the same size, so that, in themselves, there is a lack of contrast.

Do you see in these numerous black display lines a parallel of the case where several people are trying to talk to you at the same time? Do you "get" all of them? Hardly. They nullify each other.

The compositor should select the important items and emphasize them, but he should never go to the extreme that the compositor of Fig. 1 did, when it becomes commonplace and the force of the display is lost.

We will also state that "It will prove," standing alone like a beacon signal, proves nothing. It is indefinite. It

From the artistic standpoint there is also a marked improvement in Fig. 1 over Fig. 2. Instead of the "color," the black masses, being scattered over the design, it is massed at few points. In a design printed in colors the brighter color should not be scattered throughout the design, but should be placed in few positions. Simplicity, a very important principle of design, is violated by the complexity of so many parts, each display line, in effect, constituting a part. Then, there is the monotony of it all, first a bold line, then a light line, or mass, and so on through



**Effective Black-and-White Line Illustration.**

Drawing of a proposed union station for Kansas City, Missouri, in an effective style characteristic of the work of Walter A. Weisner, Republic building, Chicago.

is not complete and hinders comprehension. The word "Children," standing out, as it does, and alone, means nothing. Of what especial interest are the words "Our Fourth Club Now Forming," which are given prominence over "Everybody Enroll Now," which offer a suggestion that can profitably be linked up with the words, "Christmas Savings Club."

Herewith (Fig. 2) a rearrangement of the same copy is shown, slightly changed at the start to make its sequence more logical—but changed as to order, not as to sense. The big things are brought out—the very biggest at the start—and, while several items are displayed, there is not the almost equal size of display throughout as in Fig. 1. There is, however, enough difference in the size of the display to hold contrast, but distinction is given the several items only in respect to their importance.

Comprehension is made easier. The large display line at the top arrests the reader's attention and directs him to the point where it is desired that he should begin. Around the line, somewhat emphasized, the words which with it convey one line of thought are arranged in such manner as to make the whole easily comprehended. There are no large and bold display lines below—except the signature at the bottom, which, please note, is smaller than the main display—to lead the reader past the important words at the top. There are no bright lights shining forth in that part of the street to lure him past the entrance he seeks.

The items of minor importance, the words of the text, are set with a view to making them easily read, and without interruptions or irritations, so that their import will be more forcibly impressed on the mind of the reader.

the design. It is comparable, quite handily, to the speaker who becomes emphatic at stated intervals, almost—by no means an interesting speaker to hear. The white space is not nicely apportioned, the lines at the center crowding the border at the sides rather closely, whereas there are large areas of white space in the four corners. The top line and the bottom line crowd the border at top and bottom because of the great variation in marginal space. Had the lines here been longer the effect of crowding would have been minimized in proportion as the lines were lengthened up to the point where the side margins became as small as top and bottom margins. From that point on, the effect of crowding would appear at the sides, not at top and bottom. Crowding is due to too great a variation in marginal spaces.

#### **No Eye-Strain Caused By Dark Print-Paper.**

Eye-strain resulting from various kinds of news-print paper has been made the subject of interesting experiments by the department of psychology at the University of Wisconsin and the Forest Products laboratory. When the results of the laboratory's investigations on the use of tamarack, jack pine and other inferior woods as substitutes for spruce in the manufacture of print-paper were published, the question was raised as to whether the darker color of some of these papers would make reading difficult. Some original and effective methods of testing eye-fatigue were developed, and, as the result of exhaustive studies, the conclusion was reached that no difference in eye-fatigue was produced by reading from darker news-print papers than from paper made of white spruce.



BY J. L. FRAZIER.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in package of specimens, unless letter postage is placed on the entire package. Specimens should be mailed flat; not rolled.

EUGENE L. GRAVES, Norfolk, Virginia.—Your November blotter is exceptionally neat, printed as it is in soft colors and in your characteristic style.

YE COLONIAL ART SHOP, Pasadena, California.—The "Success Calendar" and the card entitled "The Little Gray Shop" are interesting and high-grade—examples of the typographer's art of which you are justified in feeling proud.

C. W. MCCOMAS, Yukon, Oklahoma.—You are doing finely. Keep going. The latest letter-head for the Sun is quite different from the specimen of your work we received but a few months ago. It is a really neat, interesting and effective heading. No faults occur to us which need airing. We hope to receive more samples from you.

A neat announcement, set in Artercraft, announces a change in the name of the firm of Cone, Parker & Storfer to Parker & Storfer, and that the direct-advertising department is to be discontinued and the business devoted entirely to printing and binding.

W. H. BLINN, Dublin, Georgia.—The "Do It Now" card is attractive, but, in gold, the small type is not readable at all angles and some of the advertising value is, therefore, lost. The extended type at the bottom does not harmonize with the main display.

THE KUTZTOWN PUBLISHING COMPANY, Kutztown, Pennsylvania.—The booklet, "Serving Particular People in a Particular Way," is very satisfactory and quite artistic. The ornament on the cover-design is too large in proportion to type and page, and the page would be better if it was only one-half as large.

CHARLES J. BANGERT, DuBois, Pennsylvania.—Both the blotter, "I can do the whole job," and the folder, "Evolution," are excellent typographic designs and are very well printed. On the folder title-page the small lines are spaced too closely and a one-point lead between them would work wonders—two-point leads would not be too much.

ELLSWORTH GEIST, Pittsburgh Pennsylvania.—The specimens you have sent us are a delight to the eye. Chaste, dignified, and artistic, they are pleasing to a marked degree. We can not see how they could be improved and are proud to know that we have watched your work improve steadily from the ordinary to the very extraordinary. Continue sending it along.

W. R. SPAULDING, Boston, Massachusetts.—The Christmas blotter is very pleasing in design, but hardly enough ink of either color was carried and the impression could very well have been stronger. The same fault is apparent in the November blotter. Mr. Kenney, according to the blotters, is the "Printer for Connoisseurs"—quite a new term to us.

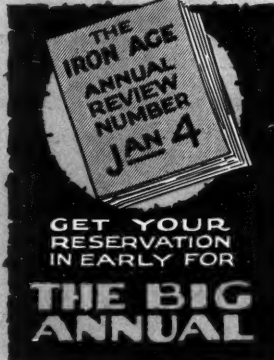
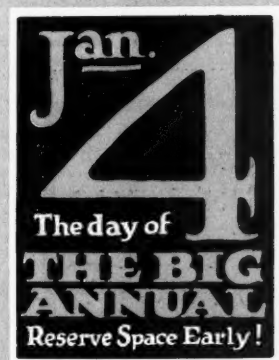
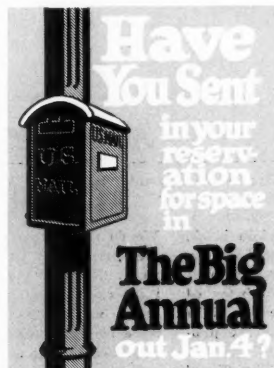
L. B. HAMLIN, Plainfield, New Jersey.—The letter-head you sent us is surely all that you say and more, and that in the same tone of voice as you related your opinion. The laws which make it compulsory for doctors, lawyers, etc., to pass examinations before inflicting their practice upon the public would not be altogether foolish if applied to printers.

ARTHUR J. CARROLL, Kingston, New York.—The Cohen business card is well displayed, but the arrangement is bad. The bottom being so crowded with type and the top so "vacant" causes it to be overbalanced at the bottom and effects a poor distribution of white space throughout the design. Designs are most pleasing when the white space is uniformly distributed, a like amount being in relative parts of the design.

BROWN PRINTING COMPANY, Camden, Arkansas.—We admire your new bill-head very much indeed. It is neat and effective. We are also gratified to note that you have followed our previous suggestions on the use of red, and hope that you are equally gratified with the results. The third line in each of the two top groups could be centered and the design thereby improved, in that it would be better balanced and more symmetrical.

H. EMMETT GREEN, El Dorado, Kansas.—Specimens of your composition always interest us because of their neat appearance and general excellence. We can find no fault with any of them, but believe one-point leads between the three main display lines of the El Dorado Electric and Refrigerating Company would help, as they appear crowded.

CRAMER PRINTING & PUBLISHING COMPANY, Crafton, Pennsylvania.—The inside pages of your booklet, "A Healthy Growth," are admirably printed and the pressman is deserving of much praise. The green tint used could have been made slightly stronger to excellent advantage. The cover-design is a good one—we would prefer larger



Strong poster-stamps used by The Iron Age, New York city, to advertise its big annual review number.



lettering, however—but the red is quite too strong, and an unnatural sky color at that.

*What Cheer?* is the title of a little magazine issued by J. Miles & Co., Limited, "Printers by appointment to His Majesty the King." While the pages are only about four by six inches, fourteen-point New Caslon was used for text and the wide margins characteristic of English book-printing are maintained. The book is preeminently readable, and the effect is quite pleasing. Ink and impression are both a trifle weak, but not enough so as to cause the appearance to be objectionable.

THE INDIAN PRINT SHOP, Chillicothe, Oklahoma.—The motto cards are interesting, original, and very well printed. We do not admire the rules on the Hodge's motto used to make the block initial larger. A large initial should have been used or no attempt made to make a two-line serve as a three-line initial. Spacing is wide between words in some of the lines. This could have been overcome by cutting thin card-spaces for letter-spacing such lines, not enough so as to be noticeable or to break up the tone, but sufficient to reduce the space between words.

*Impressions*, the October organ-extraordinary of The McCormick-Armstrong Press, Wichita, Kansas, is up to the high standard of previous issues which we have been privileged to see. The "hot stuff" contained in the text is enclosed in a warm cover printed in black, yellow and red—in the two last named, mainly—on white stock. The design is made up of an illustration of a typical Mexican bedecked with a wide white sombrero and wrapped in a bright red blanket, and the name of the publishers and their location.

GUY CASE, Geneva, Nebraska.—The *Signal* letter-head is exceptionally good. An improvement would have resulted if the rules, and the lines between them and below them, had been raised one pica, the linotype cut lowered one pica and the telephone numbers and cut pulled about two picas toward center and raised one pica. These changes are suggested to avoid the effect of congestion in the center and toward the top. The initials in red are too far from the remainder of the words of which they are parts, but perhaps the sheet sent us was simply out of register.

WALTER DE VANTIER, Detroit, Michigan.—The business cards are simple and dignified in arrangement, wholly satisfactory, as are also the letter-heads. The "Class Fourteen" card would be improved if the small lines were spaced a little farther apart.

By reason of need for increased facilities, Mr. DOUGLAS C. McMURTRIE announces the removal of his offices to a new location No. 2929 BROADWAY, New York City. There will be available to clients a service better than ever before in the production of distinguished printed matter . . . Without obligation in the least degree, opportunity of personal conference regarding specific printing requirements is cordially invited.

Unique announcement by Benjamin Sherbow, New York city, illustrating emphasis by use of roman capitals in italic text.

We do not admire *The Punch*, a house-organ, the first page of which is very complicated and weak. We note that in one issue the headings, initials and rules are printed in a weak tint of green, which is very trying to the eyes. The issue in which these items are printed in red-orange furnishes a refreshing contrast.

E. H. STUART, Pittsburgh, Pennsylvania.—We are admirers of your good work, which is simply arranged and effectively displayed—quite good enough, in fact, to be classed with the better grade of work received by us. The Hallowe'en Menu of the Pittsburgh Athletic

some study is necessary to grasp the ideas. The impression on the mind of the reader is then not so forceful as when arranged by lines.

D. C. GRAY, Memphis, Tennessee.—All your specimens are of good quality, and in some of the cards, especially, you were given quite difficult copy to handle, considering space. We do not admire text initials in combination with Engravers Bold, for the two styles of letter have nothing whatever in common. Lines are crowded too closely on the Beronio & Palmer letter-head. So far as arrangement and display are concerned, however, we would be hypercritical indeed to find fault with any of the specimens sent us. We are glad to learn that THE INLAND PRINTER and The I. T. U. Course have proved so helpful to you.

THE JOSEPH BETZ PRINTING COMPANY, East Liverpool, Ohio.—The Blotter, "Wilson Wins in the Ninth," is faultlessly executed and represents a very good advertising idea. The copy should prove interesting and suggestive to all our readers. It follows: "Although Hughes led in the early part of the game, Wilson came to the plate with the bases full in the ninth inning and smashed out a



Interesting and novel business card used by representatives of the Powers-Tyson Printing Company, Grand Rapids, Michigan.



home-run, thereby landing the big game for the Democracy, who played errorless ball throughout the nine innings. This gives Wilson the presidency for another term, beginning March 4, 1917. (Box Score.) It goes without saying

if "Says the Hare" is a criterion, and we judge it is. We would appreciate more of your work.

GEORGE E. LEES COMPANY, Cleveland, Ohio.—Direct advertising samples sent in by you are excellent in display, copy and general style.

Most of them are good examples of printing as well. We must find fault, however, with the deep reds you often use, which almost border on violet. Vermilion and those reds which approach orange make far more effective combi-

The Lees Co.

George E. Lees  
Advertising  
916 Euclid Avenue  
Cleveland, Ohio

An idea for letter-head arrangements by the Lees Company, Cleveland, Ohio.

that The Best Way — The Betz Way — of doing fine printing scores every day. We scored decidedly with our election night Bulletin, which was up-to-the-minute at that time, just as this one is now."

LEWIS C. KING, Richmond, Indiana.—The first page of the program sent us is not pleasing. Designs in which the lines are scattered throughout the depth of the page are not in good proportion. One should strive for pleasing inequalities — proportion — in white spaces and in type-groups instead of for equality, or monotony. The important features are not properly emphasized because of the too large size of type in which unimportant items are set. Then, the arrangement produces a crowded effect which constitutes another fault. The best style of arrangement for pages of this character is to gather the important items in one large group at the top of the design and place the unimportant items in a much smaller group at the bottom.

GEORGE RICE & SONS, Los Angeles, California.—"Says the Hare" is a handsome booklet, gotten up in house-organ style, and the contents are of the same character as found in such publications. No evidence is given that it is a regular publication, or an irregular one, hence our characterization. The cover is exceptionally strong, printed in deep green and scarlet on gray stock. The firm's trade-mark, or seal, is printed in scarlet and gold and embossed, the scarlet appearing only on a hare represented in the act of dashing across the trade-mark. We neglected to mention that the significance of it all is that George Rice & Sons are located at the "Sign of the Scarlet Hare." Wherever that is, good printing is done there.



Folder title-page design by the Lees Company, Cleveland, Ohio, made from a half-tone of a piece of wicker-work.

nations with black and, because of their greater weakness of tone, would permit the black to stand out with greater prominence when used as on the lettering of the mailing-folder, "Why Is a Fountain Pen?" The red we suggest would be much better, also, on the folder for "The Cleveland Lightweight," for that used by you is altogether too strong. The title-design for this folder is an admirable piece of color-printing as well as an excellent and strong design. Your novel letter-head is herewith reproduced and below it in half-tone the title-design of a folder prepared for The Cleveland Trust Company.

THE LUNDEEN PRINTING COMPANY, Fergus Falls, Minnesota.—Yours is indeed a very good grade of work, simply arranged and in a modest style which could not reasonably be objected to. We admire the general effect of the firm letter-head which is set in Bookman lower-case, but improvement would result if the word-ornament, "The," had been printed in black, the initial letters of the three important words only being printed in red. We see that you have used a final lower-case "r" in the middle of the word "Fergus." These letters are made only for use as final letters of words, and when used elsewhere they break up the unity of the word because of the great amount of white space in them. On the "Call Us Up," etc., blotter the firm-name should have been set in larger type, even though the argument might have to be set in type one size smaller.

We regret that our readers can not see all the fine printing we are privileged to examine. It is indeed gratifying to us to be able to lean back in our chair and feast our eyes upon such artistic things as *Proof*, a handsome brochure



Group of handsome catalogues produced complete by the Gazette Printing Company, Limited, Montreal, Quebec. The firm is known far and wide for the high quality of its product.

issued by the Gazette Printing Company, Limited, Montreal, Quebec, to express by text the advantages of the complete service offered and to prove the high standard of that service by showing samples of the firm's work in preparing copy, designing plate-making, typography

and presswork. There is not a weak link in the whole process either, but in every department the touch of the master craftsman is apparent. The brochure is 9½ by 12 inches in size, the cover double-thick buff antique, and the inside pages heavy buff antique laid book stock. A

forceful cover-design is printed in colors and the book tied with brown cord. The type on the inside pages is printed in brown and the decoration in light olive. Throughout the book forceful designs of three and four color half-tones are tipped, shown exactly as when origi-



Effective hand-lettered heading used by the Bush-Krebs Company, Louisville, Kentucky.

nally printed for the customer, as good as the very finest quality of work being done in the world to-day. We are pleased to show on page 504 a group of catalogue cover-designs, the product of this firm, and on page 508 a page in two colors from a catalogue of shoes prepared by the Gazette Company for Ames Holden McCreaty, Limited. The handling is new to us and we pass it along to our readers, not only as a thing of beauty but as something which should prove suggestive and helpful to some of them. Canadian printers are looking up, and The Gazette Printing Company, Limited, is in the forefront of the advance.

COREY & MCKENZIE PRINTING COMPANY, Omaha, Nebraska.—You did remarkably well in the production of the brochure, "Down Through the Years," as regards time in production. As a job of printing it is subject to improvement, although the general format is good. We regret an error was made in proportioning the cover-design to the size of the stock, which leaves about three picas in the back margin while the top, front and bottom margins average about six points. Had the design been reduced farther—the length, being greater than the width, would have reduced the greater proportion—the margins could have been made uniform on all sides as they should be, or the variation made so slight as not to mar the appearance of the cover. The design is a good one. The inside pages are nicely handled, but hardly enough ink was carried in printing. The brown is a little weak in "color" and the red used in combination is too strong, standing out much too prominently because of greater depth of tone.

JAMES E. GAFFNEY, Instructor of Printing, Atlantic City Vocational School, Atlantic City, New Jersey.—Ordinarily the printing which comes from vocational schools is of a rather low order of quality, but yours is a happy excep-

tion. The March *Bulletin* is especially admirable, the cover being neatly and effectively designed. The lower group crowds the border at the bottom too closely, the variation in side and bottom margins being altogether too great, which, rather than the small space at the bottom, causes the effect of crowding. It should be raised at least two and one-half picas, which

change of position would necessitate a slight lowering of the upper group to maintain balance, which is good as it stands. The fact, however, that the upper group is so much larger than the lower group would make it unnecessary to lower it more than six points, which would not alter the margins enough to merit consideration in this department.

DAVE WINSTEN, Brooklyn, New York.—The book advertisements, or circulars, are exceptionally neat in general arrangement, and are forcefully displayed. We do not admire the italic initial used with roman on the one set in Packard. On the reverse side of this advertisement the last line alongside the initial "B" should have been set full measure, and under it. The space below the initial is about twice that at the side, whereas the spaces should be equal. On the "Red Letter" page the second line of display crowds the text below too closely. The space here should be at least equal, optically, to the space between the two display lines. On the Hill menu-title the middle group should have been raised and made part of one group with the word Hill's in the interest of both simplicity and balance. While the lettering on the page, "Simplicity in Type Design," is a little rough, as we would expect it to be, the page as a whole has character and style. The leaf should hang downward.

CHARLES F. SKELLY, Altoona, Pennsylvania.—Your work is welcomed always. It shows what fine work can be done with limited equipment when the typographer realizes the beauty of simplicity. The specimens are dignified and readable, and very inviting in appearance. On the cover-design for the Altoona Sunshine Society booklet the small lines below the main display should be spaced more widely. When matter making up a group is continuous, the space between all lines should be equal.

## We Can Do These Things for YOU!

◀ We can look down on your business from an outsider's point of view and give you ideas which you never thought of, for the promotion of sales.

◀ We can develop those new ideas into a series of messages to your prospects, creating in their minds the desire to purchase your goods.

◀ We can help you, as we have helped others, find a bigger market for your product. We can show you how you can do the missionary and educational work by Direct Mail Advertising—thus increasing many fold the efficiency of your traveller.

◀ A letter from you to us will put the machinery in motion—it costs you nothing but the letter and the postage to find out what we have to offer you.

### THE HERALD PRESS

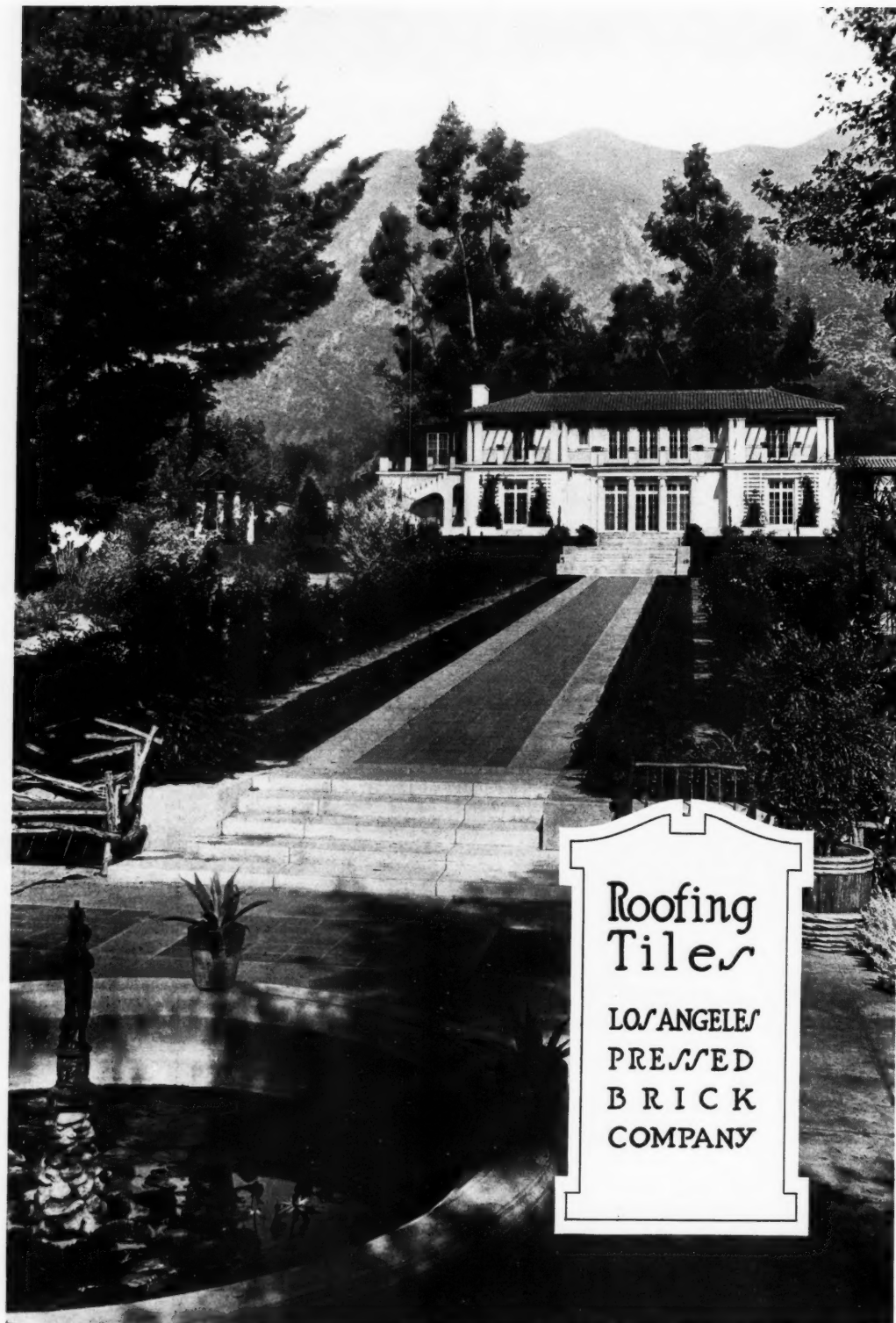
and  
DIRECT ADVERTISING AGENCY

REG'D  
HERALD BLDG., MONTREAL :: 95 KING ST. E., TORONTO

"The Complete Service"

COPY · ART WORK · PHOTOGRAPHY · ENGRAVING · PRINTING

Advertisement appearing on back cover of December issue of *Graphica*, house-organ de luxe of the Herald Press and Direct Advertising Agency, Montreal, Quebec. Other examples are shown in the four-page color insert of this issue.



Title-page from a beautiful book produced by Young & McAllister, Incorporated, Los Angeles, California.



When not continuous, and when several points make up a group, it is a good plan to space the lines emphasizing different points farther apart than the lines which, taken together, represent one phase or point. The dainty little folder-invitation for the Jaffa Temple Dances is very pleasing. The improvement you made in the

such make-shifts are necessary to lengthen short lines to the measure of others in an attempt to square up a group, it would be better to set the design in another style. The press was not thoroughly cleaned before the blue tint was put on and the darker ink left from the previous run has deadened the light color so that it is

diately below the main display line set in text, contrasts disagreeably therewith. The two styles of letters should not be used together, especially when in almost equal sizes, for then their disparity of form is the more readily apparent. We note also that you letter-spaced the line of text without increasing the regular amount of

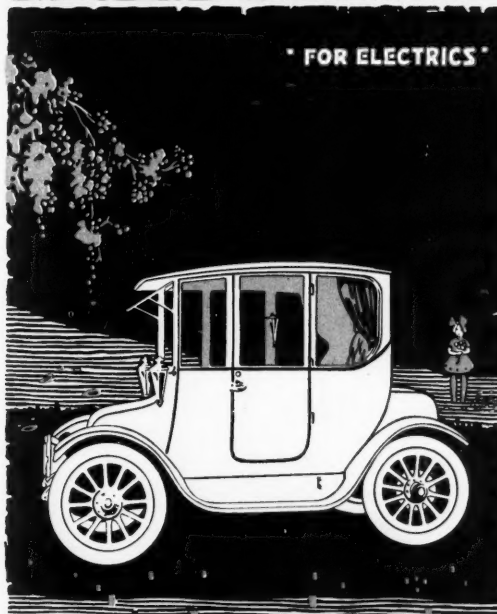
# JOHNSTON'S KRAKNO



FOR STEAMSHIPS

THE R. F. JOHNSTON PAINT CO  
CINCINNATI, O. U. S. A.

# JOHNSTON'S KRAKNO



FOR ELECTRICS

THE R. F. JOHNSTON PAINT CO  
CINCINNATI, O. U. S. A.

Two strong title-pages from a series of folders issued by the R. F. Johnson Paint Company, Cincinnati, Ohio, to advocate the great variety of uses to which its product is adaptable.

bill-head for the Altoona Marble and Tile Company over the printed copy furnished you is marked indeed. Your style is exceptionally good — hold to it.

RALPH H. SCHWAM, Seville, Ohio.—Your letter-head is very satisfactory, considering its style, but we believe simple arrangements, chaste and dignified, are more appropriate for personal stationery than highly decorative designs. Italic capitals, because of their pronounced diagonal slope, are not pleasing in panel arrangements. We do not admire the use of colors and other points so often used to fill lines to a desired measure, for, because of the fact that they are less prominent than letters, a "hole" in the line where they are used is as apparent as if the space was left blank. When

not bright and snappy as it should be. Be more careful next time.

GREENWOOD MADDOX, Palmer, Texas.—You incline a little too much toward decorative effects, but, even so, some of your specimens are unusual, interesting, and not at all bad. The *Rustler* letter-head is one of this class, but would have been improved if the inside panel had been made one pica wider so that the proper amount of space could have been placed between words of the main display line and if the line in italic had been set in roman. The general idea of the Thomas Shoe Company letter-head is also good, but the type-faces do not harmonize. The text letter goes very well with the small sizes of the Litho Roman, but the large line set in the latter series, and placed imme-

space between words, and, consequently, the words appear to run together. The bank folder title-page is entirely too decorative and there is a lack of proportion in the panels, besides a violation of shape harmony in the combination of type-faces. You appear to have considerable natural ability along the line of artistic printing, but the work shows that you do not understand the principles of design which govern artistic endeavor of every character. We would suggest that you secure and study Bachelder's "Principles of Design," or take up the I. T. U. Course, both of which explain these principles fully and plainly. Such study will develop your good taste in a remarkably short time, and will enable you to proceed with your work, knowing in advance what the result will be.



Unusual and artistic handling of a page for a shoe catalogue executed complete by The Gazette Printing Company, Limited, Montreal, Quebec, for Ames Holden McCreedy, Limited, also of Montreal.

## PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

### Copying Autochromes in Black-and-White.

"Amateur Photographer," Buffalo, who wants to know how to get black-and-white negatives from Autochromes can do so by copying them by transmitted light in the camera, using a very strong yellow filter and a panchromatic dry plate. Negatives can also be made from them in a printing-frame, using an artificial light for the exposure. The slight vibration which is likely to occur when copying them in the camera rather helps, for it destroys the sharpness of the starch grains.

### Valuable Pointers on Color Reproduction.

Some of the information given by the Zeese-Wilkinson Company in its book will be of interest to readers of this department. It says: "Absolute facsimile reproductions of originals, which have been produced with innumerable colors of varied origin, and of which the very texture and surface are characteristic, can not be made by any known process. Three and four color reproductions, however, when made with care and skill will closely imitate and resemble the original. Three-color plates are usually proved yellow first, red second, and blue last. For the four-color process the correct rotation is: black first, red second, blue third, and yellow last; but if necessary the rotation may be changed without jeopardizing results. If the yellow is printed last it must be transparent. The red used for both processes is similar, but the blues vary considerably; four-color blue being more brilliant and of a lighter shade than that used for the three-color process. Inasmuch as color inks produced from anilin dyes are highly susceptible to alkali or acid reaction, it is very essential that there should be no acid or alkali in any part of the paper to be used for color printing."

### A Wormy Line Half-Tone Screen.

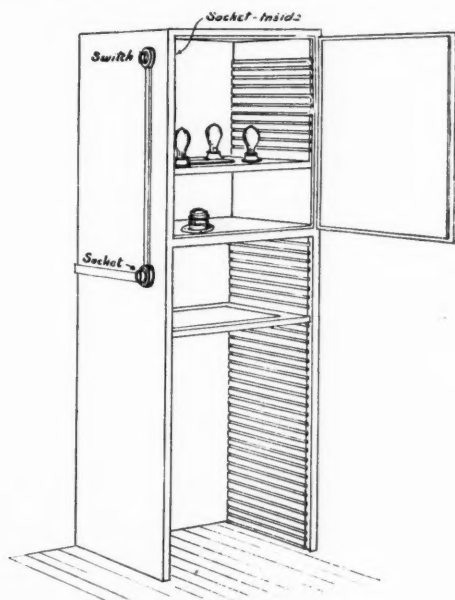
"Photolithographer," New York, asks: "Can you tell me how to make a half-tone screen about twenty inches square with a wormy-like pattern as shown in the work of one of the most successful offset printers in this country. Just what the pattern is like can be seen in the grays and browns of the colorwork, samples of which are supplied."

*Answer.*—There are several ways of making such a half-tone screen. One way is to use a varnish which on drying draws together in this wormy pattern shown; another plan is, coat a plate glass with a special formula of gelatin solution and, after drying, treat with an astringent like chrome alum, when the gelatin will reticulate into such a pattern as you desire. Both of these methods are uncertain except under ideal conditions. The reliable way to get such a screen as you want is to select such a pattern as found in one of the Ben Day shading mediums, take impressions

from this medium on coated paper and lay these impressions down on stiff board with rubber cement, connect the joints under a magnifying glass by scraping and drawing with pen and ink, then you will have a copy from which you can make screens of any size and any degree of fineness.

### Novel Idea for Camera.

Dr. D'Arcy Power, in *Camera Craft*, describes an enlarging camera which could be adapted to various uses for the processworker and be made a valuable piece of apparatus. The diagrammatic illustration herewith explains its construction so well that description is hardly necessary.



Camera Requiring Little Space.

This camera is like a closet against the side of the wall in the darkroom. There are three compartments in it. The upper one, lined with white paper, contains four 100-watt concentrated filament nitrogen bulbs arranged on a square frame, which can be changed to any pair of grooves in the closet so as to illuminate either upward or downward for enlargements or reductions. The lens is shown in its partition. A light-tight door shuts in all the light in the upper part of the closet. The negative from which an enlargement is wanted is laid upon a square opening in the top shelf illuminated by the electric lamps. The lens projects an image on bromide paper laid on the lower shelf, which



is placed in any pair of grooves required to give the enlargement wanted.

Every processworker can see possibilities in this type of camera for special purposes. It can be suspended from the ceiling to get rid of possible vibration. The lens should have either a focusing tube or a bellows extension, and the grooves can be used for either copy or plate holder as the numerous purposes suggest themselves.

#### Processwork in New Zealand.

The Christmas number of *The Weekly Press*, Christchurch, New Zealand, is at hand, and in itself is one of the most powerful illustrations of the value of photoengraving to a country. Little would the world believe of the scenic grandeur of New Zealand were it not for the engraved



Beginning the New Year with a Bath—In New Zealand.  
From the Christmas Number of the *Weekly Press*, Christchurch,  
New Zealand.

photographs that are here distributed through the medium of the printing-press. And no photographers, engravers and printers anywhere do better work than that shown in this publication. The colorwork is in exquisite taste, the cover being especially notable. To those in northern latitudes it seems strange that the New Zealander should be enjoying his summer at Christmas time.

#### A Trip Through a Colortype Plant.

The Zeese-Wilkinson Company has issued a book of eighty pages, 9½ by 12¾ inches in size, describing a trip through its color-plate making and printing plant in New York. It is one of the most elaborate books of its kind ever published. The first section is devoted to color-plate making, the second part comprises specimen pages of color reproduction, and the last portion is given to the mechanical requirements of color-printing. The company truly states that the reason for the publication is the fact that, notwithstanding the general use of color-printing, there are but few people who know what skill and knowledge are required to produce these results. It believes that the more

a customer knows about the color process the more coöperation he can render and the better work the company can give him. This is so true in every branch of the graphic arts. The well informed customer understands the intricacies of the work, appreciates the service rendered and gladly pays for it.

#### Benedict's Reduction Chart.

To George H. Benedict, of Chicago, the entire process engraving trade is once more indebted for another product of his mathematical mind. It is another chart which will be a labor and money saver in every shop where it is adopted. The chief value of this new chart of Mr. Benedict's is that any one may quickly determine how many pieces of copy can be photographed together and each one get its proper reduction or enlargement. Almost all photographers have marks on the baseboards of their cameras showing where the front of the camera must be placed to reduce one-half, one-third, etc., with different lenses. Mr. Benedict's chart covers all reductions so that one can figure out in advance the exact position of the front of the camera for each lens and thus do away with the necessity of focusing for size.

#### Brief Replies to a Few Queries.

"Publisher," Providence: You are at liberty to reproduce the photoengravings made abroad, as photoengravings made in this country only are entitled to the protection of American copyright.

The Sociedad Imprenta y Lithographia Universo, of Santiago, Chili, South America, has been working rotary photogravure successfully since 1912, according to Carlos Helfman, who asks that the fact be published here.

John McCarthy, Boston: The reason copper cylinders can be repolished and used over so many times in rotary photogravure printing is, the etching into the surface of the cylinder does not reach a depth of four one-thousandths of an inch.

"Photographer," New York: The temperature of a darkroom should not be higher than 70° F. because the ether and alcohol in collodion begin to evaporate quickly in a higher temperature.

J. D. Dixon, Chicago: An apprentice to photoengraving in London spends two years in training at a day technical school and then puts in four years at practical work in a shop before he becomes a journeyman.

"Electrotyper," Brooklyn, New York: Iron plates have been covered with deposited copper and tried out by photoengravers for half-tone engraving; but the difficulty of routing and fastening the iron plates to blocks has prevented their use.

#### THE DANGER.

At the Capitol one day a California Representative was discoursing on the sport of fishing for tuna off the Pacific coast.

"We go out in small motor-boats," said the Representative, "and fish with a long line baited with flying fish. Anything less than a hundred-pound tuna isn't considered good sport."

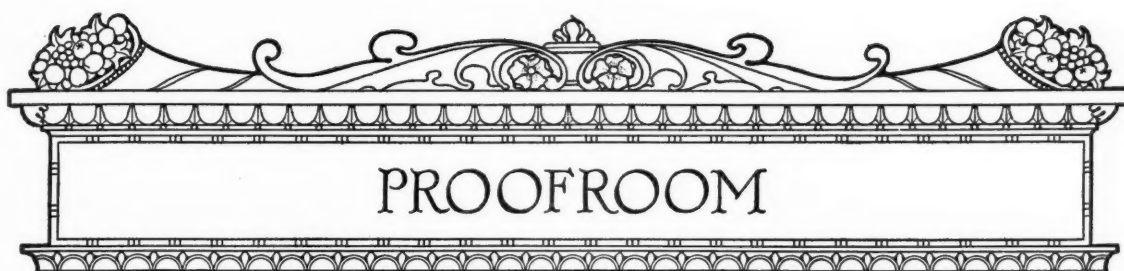
Just then a colored messenger, who had been listening, stepped up.

"Scuse me, suh," said he, wide-eyed, "but did I understand yo' to say dat yo' went fishin' fo' hundred-pound fish in a little motah-boat?"

"Yes," said the Congressman, with a smile, "we go out frequently."

"But," urged the darky, "ain't yo' 'feared yo' might ketch one?" — *Houston Chronicle*.





BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

#### Common Silliness About Hyphens.

A kind (?) friend recently sent me a clipping from an address to proofreaders on "The Functions of a Hyphen." Well, that probably was a natural thing to do, because he knew that I once was interested enough in the subject to write two books about it. But the books were failures and are now as if they never were — gone, and forgotten — and my interest is now really *nil*. I mean that I am not interested any longer in trying to influence anybody's practice. And my reason is that people will persist in doing as they choose, which generally means the most unreasonable confusion. This address, like many others I have seen, has the appearance of thoughtfulness, but lands us practically where we started — in sheer ignorance. Only one clear point is made in it, as follows: "There was a reference last week in one of our best printed dailies to 'death defying loyalty,' which if only for a moment conjures up a misleading image. Such misprints — for they are nothing else — are snags in the path which impede the progress of him who reads." One other sentence is noteworthy — "Let me plead for a more thoughtful attitude on the part at least of the proofreader." For the proofreader who is at liberty to use his reason independently this is good advice; but in most cases the proofreader who marked in hyphens or marked them out so as to differ from copy would get into hot water. The commonest notion about the hyphen in compound words is that there should be none. My idea is that hyphens should be used as shown in the latest Standard Dictionary.

#### The Style of the Office.

E. A. F., Yankton, South Dakota, wrote some time ago: "I have been much interested in your frequent references to 'follow copy.' When a youngster (1872-3) I worked in D. Appleton & Company's composing-room. In those days we were instructed to 'follow the style of the office' in punctuation and capitalization. Scarcely an author had the style of the office, which was close punctuation. Much of the scientific stuff was English reprint, and this ordinarily had no style, putting the compositors on their mettle. Being desirous of learning, I, unlike some of the older fellows who never could get the vision but were everlastingly swearing at the proofroom, had no reason to complain, for many a time-job on final revises in pages was assigned to me because of my trustfulness [trustworthiness] and painstaking. These many years since have been devoted to newspaper-work and job-printing for myself, and the Appleton style in the latter has stuck with me. But, in these days of the typewriter and the machine, I wonder if the operators have the same instructions of forty years ago, or does the copy come to them already 'fixed' in style and beautiful legibility?"

*Answer.*—This writer's memory of the Appleton composing-room is apparently not so vivid as mine — for my

first typesetting was done in Appleton's place in New York, before they crossed the river, and I often worked there afterward. Our correspondent wrote some reminiscences which I have omitted because they are not germane to the point of general interest. But he mentioned Superintendent Weary, and I don't see how any one can forget Mr. Werrey's name and retain an accurate memory of the place. Make-up was done there by piece-work and as a maker-up I had a fine run-in with Mr. Werrey. I had to talk to him a full hour to get one cent extra on the thousand for twenty-one men, which the scale called for because of narrow measure. I got it! Maybe I'll reminisce a little more later, but now for the point.

A general difference between the old-time offices, now much fewer, and the places among which their work is now dispersed, and where many styles are necessarily followed, is the sole cause of my advocacy of "following copy." That advice is pertinent only to the places of the many styles. Some prominent New York publishers now have their own composing-rooms, Scribner's and Putnam's, for instance; and of course all the newspapers do only their own work. In such places individual styles prevail, according to which the work is always done — except incidentally when violations of office style are counted too unimportant for correction. D. Appleton & Company always had the reputation of being very careful and accurate, probably because in the old time when they did their own work the tradition arose from the approach to uniformity through the permanence of their proofreading force, which seldom changed, and on these rare occasions usually by taking in one of the best compositors. In my experience there I never saw any style-book or -card, and I believe the "style of the office" was simply an unwritten code consisting simply in the more or less uniform system used by one proofreader and learned from him by his contemporaries and successors, of course with occasional variations. Naturally, the careful compositors learned the style well enough to work comfortably; but many poor bunglers could not master that or any style, and, as they simply had to make any correction the proofreader marked, of course they spent much time in "kicking." The good side of the story was also very evident, as told in my own case. My biggest half-day's work there exhausted a packed-full case of bourgeoisie, yielding nearly 8,000 ems for four hours' work, and I never saw a proof of it.

Of course all this was in the old hand-set piece-work days, even before typewriting was common. When typewriting got its vogue a new fallacy arose, that copy was surely more legible and less troublesome. People never seemed to realize that most typists are girls, not nearly so well informed as most proofreaders, and not so well able to produce uniformity of style. Then came the machine for typesetting, and the resulting change of conditions all

through. Now the proofreader must keep foremost the fact that he dare not venture to attempt making conformity to any style regardless of copy, and that his best interest lies in studying to make as few corrections as possible. Of course this does not apply to actual typographical errors. He is always expected to correct those. I may mention my own work as an example of one difficulty. To-day I got a book for final reading, with an order directing proper punctuation. That order did not say who was to decide what is proper, and of course provided no criterion. My only safety, or surety, lies in accepting whatever the operator has done. What really intelligent operators mainly do is "follow copy." They seldom venture to introduce really "proper" punctuation.

#### O'Clock.

H. E. S., Mission, Texas, writes: "An argument has come up as to the correct way of capitalizing the word o'clock when used in a heading. I contend that small o and large C is the correct way, or both caps. A large O and small c I believe is incorrect."

*Answer.*—In my opinion two caps. should never be used except in a heading like ours as here given. The form O'clock is not correct, any more than Of Clock would be. The best form is o'Clock. But if your opponent in argument is a customer or one in authority, the best plan is to print what he demands.

Written for THE INLAND PRINTER.

#### DOES OVERTIME PAY?

BY R. KYNETT PENFIELD.

*The argument in this article is so specious and the error so common that we publish it with Mr. Penfield's consent, after calling his attention to its error, so that we may bring before our readers the truth regarding the overtime fallacy. Read this article in connection with that with the same heading in the Cost and Method Department.—Editor.*



**W**HEN a printer keeps his workmen after regular hours in order to deliver a job on time, he must pay those men wage and a half for their overtime. Apparently, therefore, Mr. Printer should be careful to eliminate overtime whenever possible. It may seem better to put off the customer rather than pay the additional wages.

But I hope to demonstrate that not only does the printer break even when he does overtime work that must be billed at regular prices—but that he actually makes money on the proposition!

Let me state right here that this is not intended to pave the way for discontinuing the charging of extra rates when the customer wants his work produced so quickly that it must be done in overtime. The custom of charging the regular rate for the sold hour, plus at least the additional wage demanded by the workmen, is eminently fair. If the customer is in such a hurry for his work, the extra charge is only right because of the service he is getting. And as for the printer—any additional profit he can salt away is most desirable.

But let us assume—as an instance—that because of any one of the many delays that arise in the printing business a program job is behind schedule. These programs positively must be delivered to-morrow, because the concert for which they are intended takes place to-morrow evening. Here it is closing time—and the only way to finish the job so that it can fulfil its purpose is to work overtime to-night. And, as usual, we have given a close price, based on doing the work in regular hours! Well, finish it we must. So we'll have to keep the men—pay them their overtime rates—and swallow the loss.

Let us not sigh and regard ourselves as martyrs to a good cause and a high principle. No. We have really killed two birdies with one missile. We have delivered the programs right on time—and have actually put more money in our pockets than we had estimated to do!

Here is how we do it. The figures are based on the actual costs in my own plant, and are quite accurate. The plant in question operates in New York city, employing twelve people, and doing a line of small jobwork.

Labor directly chargeable to press and composing rooms aggregates \$500 per month. All the other expenses incidental to operating the business amount to \$600, totaling \$1100. We'll say for convenience that the month contains twenty-five working days of eight hours each—two hundred hours per month. The cost per hour, then, is \$3 for overhead and \$2.50 for labor—or \$44 per day for all expenses.

Now, then, let us take up the question of the overtime. We'll pretend we don't know how long it will take to finish the job and will work out a table for several different periods of overtime.

Let us premise by stating that of all the items of expense except direct labor, only four increase as the plant is used overtime. These four comprise depreciation, power, oil and cleaners (rags and benzine)—in my plant they aggregate 54 cents per hour. All other items remain stationary—they must be paid whether the plant works half time of regular time or overtime. The following tables then work out:

#### ONE HOUR OVERTIME.

Overtime labor cost.....	\$ 3.75
Regular cost per day.....	44.00
Depreciation, etc. ....	.54
Cost for nine hours.....	\$48.29
Cost per hour.....	\$ 5.36
Extra profit per hour.....	.14
Extra profit for to-day.....	1.26

#### FOUR HOURS OVERTIME.

Overtime labor cost.....	\$15.00
Regular cost per day.....	44.00
Depreciation, etc. ....	2.16
Cost for twelve hours.....	\$61.16
Cost per hour.....	\$ 5.10
Extra profit per hour.....	.40
Extra profit for to-day.....	4.80

As a matter of fact, then, by finishing our program in overtime hours we will not only have made our regular profit for the number of hours worked to-day, but the cost per hour has been so reduced that we make a greater profit per hour than usual, and more net profit on the job than we had estimated!

And the longer we work overtime the greater will be the profit per working hour.

Now, the important thing in my mind in regard to this little demonstration is just this: If it is a toss up, Mr. Printer, as to whether you will pay overtime wages and deliver the job on time, or disappoint the customer and "save" the additional wages—squander the wages! Verily, a satisfied customer helps to gain you a good reputation—the reputation means more customers—more money—more of the good things of life. Figure it out for your own plant and then try it in practice.

#### FORCED ON HIM.

"Scribbles is a free-thinker, is he not?"

"Well, no editor will give him anything for his thoughts."—*Boston Transcript.*

## COST AND METHOD

BY BERNARD DANIELS.

### Does Overtime Pay?

In another column appears an article by R. Kynett Penfield in which the author endeavors to show that it pays to work overtime, and that the more overtime you work the more money you make.

Our reason for publishing this article, after calling the author's attention to its fallacy and securing his admission of error, is that others who may possibly be figuring along these lines may be prevented from making similar errors.

The editor of the Cost and Method Department has carefully considered this proposition from all sides and finds that the main cause of the error was the cutting of corners in figuring and taking rough averages of time and money instead of accurate accounting such as would be given by the Standard cost-finding system.

The first error is in figuring as though the entire plant ran overtime to finish the one job, while it is the general custom (and he later admits it is his also) to run one press and keep a pressman or pressman and feeder overtime.

Running a plant with full force double or triple time is generally conceded to reduce the cost of production by distributing the overhead expense over what is practically two or three working plants, but a short-time overrun is usually expensive.

In another letter Mr. Penfield gives his working force as two compositors, a pressman, three feeders, two boys and himself, in addition to the office force of stenographers, bookkeeper and salesmen. Allowing one boy to the office this gives seven people besides himself in the productive force, and he pleads guilty to working half time on the job. Taking the wages given by him, which are standard for New York, his real workroom pay-roll is \$135 per week, including his half pay. Allowing the usual four and a third weeks to the month, this gives \$585 per month department pay-roll instead of the \$500 roughly taken in making the calculation. Allowing that he was correct in his monthly total of \$1,100, the overhead is \$515, and these figures give a wages cost per hour — there being 208 hours in an average month — of \$2.81, or \$22.50 per day. At the same time the overhead would be \$2.47½, or \$19.81 per day. A total cost of \$5.28½ per hour, or \$42.31 per day.

He pays his pressman \$24 per week, or 50 cents an hour, while if the total pay-roll was averaged over the total hours for seven people it would only amount to 40 cents an hour. This shows another reason why you can not mix all kinds of pay-roll and make an average. During the day three out of four presses are being run by feeders at a lower rate — \$14 per week — 30 cents per hour provided they ran 100 per cent productive and average the pressmen and feeders at 35 cents an hour.

Now suppose this shop worked only one hour overtime on one press and the pressman stayed alone and fed it. It would cost 75 cents for his wages and, say 15 cents for light,

heat, power and other incidentals. A loss of 55 cents on the average wage hour.

But this is not correct, for it is impossible to run any plant 100 per cent productive time and the best pressroom record that is authentic shows eighty-five per cent. At eighty-five per cent productive the daytime wages cost on those four presses would be 43¼ cents per hour, and the overtime would cost for wages and extras 90 cents, as above, showing a loss of 46¼ cents for the first hour and about 45 cents per hour each additional hour.

Now, if the whole plant were run overtime the figures would be more like this:

Regular day's cost.....	\$42.31
1 hour overtime — regular pay and, except manager,	
½ pay extra.....	4.06
Expense .....	.54
	\$46.90

If the composing-room were sixty-five per cent productive (a normal average) and the pressroom eighty-five (a very high average) that would give a net average of seventy-eight per cent productive hours, or 6.24 hours per day at \$6.77 per hour. Working one hour over would give 7.24 hours at \$6.48. But even in overtime we do not get 100 per cent production, for there is the loss of the wash-up time and, when more than one hour is worked, of the starting and stopping, which is fully twelve minutes each. This would make our one hour only eight-tenths of an hour, so that the cost would be at the rate of \$6.67 per hour for the actual productive time, or about ten cents an hour less than a day-time hour.

That is ten cents per hour for the entire shop, or a little over one cent per productive hour.

It may be correct to say that it pays to keep the whole shop overtime once in a while on productive work, but the profit is not usually in dollars and cents on the job done that day or the next day, and it surely costs money to do this frequently, as it does not take much of a drop in efficiency to cost more than a cent an hour. The men who have worked eleven, twelve or thirteen hours a day two or three days do not produce as much per hour, and as the printing business has not yet reached the position of the dentist who charges by the hour no matter how little work he does in that time, it does not pay to reduce productive effort by tiring men out with overtime. It pays better to put an extra man on, for then it costs only single time wages, as the overhead is really divided over a greater number of productive hours, unless a lot of new material is necessary to allow him to work.

There is a big lesson in this for the printer who is in the habit of jumping at conclusions and rounding up his quantities into easily handled figures. Such methods usually lead to misinformation, incorrect judgment and ultimate loss.



While Mr. Penfield's first figures seemed to show a great gain because he had roughly distributed his overhead, a more careful analysis shows so little gain as to be not worth considering, while a still more accurate proportioning of the costs would show an actual loss, as it has in other calculations made with carefully collected data.

#### A Handy Price-List.

The greater part of the ordinary commercial printing should be sold from price-lists like other standard goods, and would be if printers generally knew the advantage of this method of selling as compared with figuring each anew.

Edward Corman, secretary of Knoxville Council, Tennessee Printers' Federation, sends us a price-list for letter-heads and other jobs cut from similar units of folio or

exhaustive investigations made several years ago by some printer enthusiasts who wanted to know the truth, and have been verified from time to time since, so we will not discuss their correctness, but content ourselves with recommending their regular use by all printers.

When ready to estimate, carefully consider in which of the five classes of quality your job belongs and then the size of sheet, consult the tables and see just what the make-ready is worth, and how much per thousand it is worth to run it after the make-ready is done. You may be surprised at first and feel that the prices are too high. If so, watch your own costs and make a correct table for yourself when you are sure you are right.

Always use an estimating blank and always put down

### LETTER HEADS

#### THESE FIGURES ARE BASED ON 20-POUND STOCK

Figures in table are for 8 by 11 size, 20lb. stock, in black ink. For 10lb. stock, use line next above; for 24lb., line next below. Small type in each line shows amount per thousand to be deducted for  $\frac{1}{2}$  and  $\frac{3}{4}$  size heads. Cost of stock per thousand, in first column, includes \$1.00 per hundred pounds for freight and drayage, and 20% for handling expense.

Prices are based on one hour composition, and printing from plain type form, no cuts. Add enough to cover extra composition, if any, and extra press time on cuts. Quantity rates apply also on assortments of sizes, with deductions as shown for  $\frac{1}{2}$  and  $\frac{3}{4}$  sizes.

When two or more heads are printed, figure each as a separate job. Small changes in body of head (not title), when made without running over the form, are charged extra at \$1.00 for each change (2 lines or less).

The extra charge for additional colors of ink, as shown at bottom of table, covers only lockup and presswork on plain forms of one to three lines. If extra composition time or makeready is required, charge accordingly. All printing below the head proper, or on back of sheet is considered an extra.

Paper costing more than \$3.14 per thousand, charge extra, additional cost plus 40%. For ruled stock, add 1c. per pound and 20% to cost of ruled paper, and use line in table for same value per thousand, as shown in first column. This table requires no extra charge for ordinary padding or plain boxes. To find price for quantity not given, as 4-M, figure 3-M at 3-M rate and 1-M at 5-M rate.

KNOX COST OF STOCK Per Lb., F.O.B. Per M.	DEDUCT FOR SHORT SIZES	Class	250	500	1M 1 1/2M 2M 2 1/2M 3M 5M 10M 15M 20M 25M 50M									
					Per M.	Per M.	Per M.	Per M.	Per M.	Per M.	Per M.	Per M.	Per M.	Per M.
.82 5 and 6c	Deduct for $\frac{1}{2}$ size Letterhead 8c. per M.	A	2.453.004.103.503.153.00	2.852.552.20.2.00	1.901.851.70									
1.06 7 and 8c	Deduct for $\frac{1}{2}$ size Letterhead 10c. per M.	B	2.553.154.403.803.453.30	3.152.852.50.2.30	2.202.152.00									
1.30 9 and 10c	Deduct for $\frac{1}{2}$ size Letterhead 12c. per M.	C	2.603.304.704.103.753.60	3.453.152.80.2.60	2.502.452.30									
1.54 11 and 12c	Deduct for $\frac{1}{2}$ size Letterhead 14c. per M.	D	2.703.455.004.404.053.90	3.753.453.10.2.90	2.802.752.60									
1.78 13 and 14c	Deduct for $\frac{1}{2}$ size Letterhead 16c. per M.	E	2.753.605.304.704.354.20	4.053.753.403.20	3.103.052.90									
2.02 15 and 16c	Deduct for $\frac{1}{2}$ size Letterhead 18c. per M.	F	2.853.755.605.004.654.50	4.354.053.70	3.503.403.353.20									
2.26 17 and 18c	Deduct for $\frac{1}{2}$ size Letterhead 20c. per M.	G	2.903.905.905.304.954.80	4.654.354.00	3.803.703.653.50									
2.50 19 and 20c	Deduct for $\frac{1}{2}$ size Letterhead 22c. per M.	H	3.004.056.205.605.255.10	4.954.654.30	4.104.003.953.80									
2.74 21 and 22c	Deduct for $\frac{1}{2}$ size Letterhead 24c. per M.	I	3.054.206.505.905.555.40	5.254.954.60	4.404.304.254.10									
2.98 23 and 24c	Deduct for $\frac{1}{2}$ size Letterhead 26c. per M.	J	3.154.356.806.205.855.70	5.555.254.90	4.704.604.554.40									
3.22 25 and 26c	Deduct for $\frac{1}{2}$ size Letterhead 28c. per M.	K	3.204.507.106.506.156.00	5.855.555.20	5.004.904.854.70									
3.46 27 and 28c	Deduct for $\frac{1}{2}$ size Letterhead 30c. per M.	L	3.304.657.406.806.456.30	6.155.855.50	5.305.205.155.00									
3.70 29 and 30c	Deduct for $\frac{1}{2}$ size Letterhead 32c. per M.	M	3.354.807.707.106.756.60	6.456.155.80	5.605.505.455.30									
3.94 31 and 32c	Deduct for $\frac{1}{2}$ size Letterhead 34c. per M.	N	3.454.958.007.407.056.90	6.756.456.10	5.905.805.755.60									
4.18 33 and 34c	Deduct for $\frac{1}{2}$ size Letterhead 36c. per M.	O	3.505.108.307.707.357.20	7.056.756.40	6.206.106.055.90									
4.42 35 and 36c	Deduct for $\frac{1}{2}$ size Letterhead 38c. per M.	P	3.605.258.608.007.657.50	7.357.056.70	6.506.406.356.20									
4.66 37 and 38c	Deduct for $\frac{1}{2}$ size Letterhead 40c. per M.	Q	3.655.408.908.307.957.80	7.657.357.00	6.806.706.656.50									
4.90 39 and 40c	Deduct for $\frac{1}{2}$ size Letterhead 42c. per M.	R	3.755.559.208.608.258.10	7.957.657.30	7.107.006.956.80									
5.14 41 and 42c	Deduct for $\frac{1}{2}$ size Letterhead 44c. per M.	S	3.805.709.508.908.558.40	8.257.957.60	7.407.307.257.10									
EXTRA IF IN COLORED INK			.30	.35	.40	.30	.25	.20	.15	.13	.11	.10	.10	.08
EXTRA FOR EACH ADDITIONAL COLOR			1.752.002.502.001.751.601.501.20	.90	.80	.75	.70	.60						

This list was figured out by Mr. J. Leonard Jones, of the Zi-Po Press, of Knoxville, who says he thinks it should be a little higher, but deferred to the majority in Knoxville Council.

double-cap stock on which there is a small amount of composition. This list, which we show here, is more complete than usual and we are, therefore, glad to show it as a guide to others in making similar price-lists, or for direct use if they prefer.

The prices given are about twelve per cent lower than they should be for a large city plant and will prove to be nearly right for the country offices and those in the smaller cities.

#### Estimating Presswork.

Many printers have fallen into the bad habit of estimating presswork at so much per thousand and ignoring the varying cost of make-ready and different classes of work.

A short study of the U. T. A. Price-List, or the price-lists issued by several local printers' organizations, will show that there is a variation of ten to one in the cost of make-ready on the same size sheet according to the grade of work, and of five to one according to the size of sheet in the same grade of work. These lists are all based on very

on it the class of presswork, the number of forms, the size of the sheet, the color of ink, the number of impressions, and whether it will require slip-sheeting or not. Do this before you put down any prices and check it up carefully to make sure that you have not left anything out. Then write in the prices from the list.

If you would rather figure at cost and add profit to suit your own ideas, use the U. T. A. list and deduct twenty per cent from each price in it. This will give you the net cost of the work and you can then know just what the total cost will be if yours is an average shop or a little better. Of course this kind of figuring will not do for a back-number shop with a large overequipment of obsolete machinery; but then we feel safe in saying that, as the proprietors of such shops do not read THE INLAND PRINTER. If they did they might clean out a lot of junk and become real live printers.

Don't guess in estimating presswork, it is not necessary. If you do not have records of your own cost system the price-lists will enable you to use those of the other fellow



until you accumulate enough cost records to prove their correctness.

The third item in presswork is the ink—that costly indefinite which so many estimators leave out altogether. This is not so absolutely calculable as the make-ready and run, especially in these troublous times. The scale given in the various price-lists is safe for ordinary black ink, but you will have to consult the ink-maker as to the covering power of any colored ink you may figure on, as some inks, reds for instance, vary over five hundred per cent in covering power.

And there is still another item in the cost of presswork that is seldom given the proper attention, and that is the cost of handling extra light or extra heavy stock in feeding. Just look over some of the work you have done on cardboard and extra heavy paper and note the cost of handling it on and off the press. This does not mean the warehouse handling but that which the feeder and the pressman must do.

The various proportions of these items entering into each job of presswork should be considered, and that is why a flat price per thousand would be business suicide if carried out in all your work.

Estimate the amount of each item separately. Don't guess at a total.

#### **The Layout Man's Profit.**

The big problem of the printer lies in his composing-room. It is here that he finds it is impossible to make profit and that costs are growing heavier every year.

One of the big items of expense in composition is the time required by the compositor to plan the job and decide on the type to use in it after receiving the copy. In many plants this item alone is equal to ten per cent of the entire composing-room time, and this, added to distribution, reduces the actual salable time to about sixty-three to sixty-five per cent of that paid for.

Some plants employ a man to lay out the general design of the job before sending it to the compositor, and a few make a complete layout and indicate the exact type and display to be used.

It has been found that the more complete the layout the greater the saving in the composing-room, and that there is an actual profit over the wages paid the layout man. In one plant they pay the layout man \$25 per week and find that he saves about \$40 worth of compositors' time—a much greater profit than is made on any one man in the composing-room.

But the possibility of the layout man is yet in its infancy. Hundreds of bright young men are studying the I. T. U. Course, and in the technical schools, who will have a more comprehensive knowledge of display and design than is possible for any exclusively shop-trained man. These men with a knowledge of shop routine and a short practical experience will be able not only to lay out the job for the compositor, but also route it through the shop and designate the various operations it is to receive, and their probable time, so that it will be possible to make the most out of the shop's facilities by making the work to fit them.

Such layout men are coming. There are a few now, but the need is great, and they will make big profits for the house on the liberal salary they will command.

The majority of employers have not yet seen the necessity; but keener competition, not only of price but also of quality, will soon force this matter on their attention.

Ambitious young printers will do well to fit themselves for the position of layout men, and wise employers will show large profits for both.

#### **Knowing Costs.**

The only way to know your costs is to keep a cost system in good working order in your plant and study the reports that it brings to your desk periodically. It is not sufficient to let your clerk tell you the hour costs or the cost per thousand, you must know the details and the reasons.

Through the generosity of some of the wiser printers who have installed cost systems, average costs have been published to the trade; but those are only mile posts and signs by the way to guide you, they can not take the place of *your records and your cost figures*.

Your figures show the way to the proper handling of your plant for the increase of profits, point out the leaks and suggest plans for betterment. They are a chart to your success.

The printer without a cost system is like a mariner without a compass, or a ship without a rudder—at the mercy of every passing business storm.

#### **New Year Resolutions.**

We all make them, and with many the effort of making the resolutions so exhausts the nerve force that there is not power enough left to put them into force. This New Year turn over a new leaf and make fewer resolutions, and make them effective by action. Here are some good ones, take your choice:

During 1917 I will not sell any job below cost.

This year I will keep up the cost system faithfully and find out where I differ from standard cost, and why.

For one year I will study salesmanship as applied to printing and stop being a mere order-taker.

During 1917 I will reduce my overequipment and increase my output per unit of machinery by replacing the old machines with fewer but more efficient new ones.

From January 1, 1917, I will study to systematize my business and make it as profitable as possible by refusing to take chances on guesswork prices.

And finally: *Resolved*, that the printing business is ancient, honorable and honest, and that I will help place it in its proper position in the commercial world by coöperating with *all* my fellow printers in educating each other and the public to a correct appreciation of our art; and will, therefore, become an active worker in the local trade organization or organize one if there is none.

#### **Who Pays for the Errors?**

It is not to be expected that any man, or any set of men, should prove infallible and error-proof even with every condition plainly set forth, so it is but natural that printers and salesmen should make errors and that jobs of printing should be spoiled. But who pays the bill?

If the error gets by and reaches the customer in a finished job, you may be called on to make a rebate in the price, and you certainly suffer in reputation. You pay for the error.

If the error is discovered and corrected before the job is delivered, this costs money and increases the cost of doing business, and while you may think that you are passing it along to your customers at large in increased hour-cost, you are not. You can not get any more for your work than the market rate. You pay for the errors.

In anxiety, in lost percentage, in lost customers, in decreased efficiency, you pay for errors—your own, your salesman's, your workman's—and you should, therefore, establish in your office and your plant systematic routine for handling orders and strictly coded descriptions of each operation, and require each one handling copy or orders to use the same words in describing the same operation and the

same sequence of operations in entering or describing an order.

There is nothing like a fixed vocabulary to eliminate misunderstanding between office and workrooms, and most errors are the result of misunderstanding.

Remember that if you did not make the error you would make the money it cost, and more, for you would make a profit on the time it took to make good.

You pay for the error every time.

#### Cut Costs—Not Prices.

The printing business requires a larger fixed investment in machinery and equipment per dollar of output than any other manufacturing and yet there is no class of business men more careless of cost than printers.

The enormous amount of detail in his business should wake the printer to a realization of the value of a proper cost system and a systematic endeavor to keep costs down to the lowest efficiency basis. But it does not seem to. Generally he will cheerfully cut his price and console himself with the thought that by getting a big business costs will somehow automatically reduce themselves. Then when the annual accounting time comes he is surprised that he has not made a profit.

What every printer should do is install a cost system, and take each monthly statement of costs and carefully analyze it to see where he can reduce costs by better management, by change of equipment, and by getting the kind of work for which his plant is fitted.

As an example—having just audited several cost systems this is what we found:

Plant No. 1.—Composing-room overequipped by \$2,000 worth of old type not used now that machine composition is being bought outside. Pressroom with two extra large cylinders which ran only 10,000 sheets the right size in four months; money could have been saved by running those in half sheets on a smaller press. A primitive bindery that turned out work equivalent to twenty per cent of its value in three months. A stock system that allowed a considerable accumulation of odds and ends of expensive stocks.

Plant No. 2.—Fairly good composing-room recently re-furnished. Pressroom with six cylinders and four jobbers, running about fifty-six per cent of the time as reported on the tickets, and doing an amount of work easily accomplished in fifty per cent. A small, well-equipped bindery showing a production of less than fifty per cent.

Plant No. 3.—An old-fashioned composing-room spread all over a space of 3000 square feet. A mixed pressroom with several presses of which the proprietor boasted: "I have had those machines for over twenty years and they are good yet, what's the use of talking to me of ten per cent depreciation." A stitcher of ancient mintage and a good paper-cutter.

These three plants were all overequipped about twenty-five per cent as a whole, and in some departments more than fifty per cent. Yet each of their owners complained very bitterly of not making profits.

No. 1 was carrying in the composing-room a load of forty per cent of non-productive material which raised the cost of composition to \$1.63 per hour. Its pressroom was paying fixed expenses on the two white elephants that increased cost over 20 cents an hour for each machine in the pressroom, and could easily have dispensed entirely with one of them and done just as much work. The bindery was an expense. It would have paid better to have given some binder a premium to do the work.

Costs were cut by selling the type and one press, but the idea that it was not possible to get as good work from the

binders kept that expense. But the next monthly statement showed greatly decreased cost per hour.

No. 2 cut costs by covering up a third of the presses, reducing the number of employees and getting seventy-eight per cent productive from the pressroom, which took it out of the losing class though there was still a loss on the bindery.

No. 3 was hopeless—that is, the owner was, as he held the idea that he must be equipped for the largest amount of business he ever did, and that when things were dull the old equipment was productive enough. He had added a couple of secondhand presses and some new type a year or so ago.

Here is the lesson: By modernizing their equipment and reducing it to the needs of their average business two plants were able to reduce costs so that they could estimate on making a profit and stand a chance of getting the order by salesmanship. The third man is still trying to struggle along by cutting prices and taking a cost statement once in a while.

Which have you done along this line, Mr. Printer—are you cutting costs or trying to get work by cutting prices? The price to the customer may possibly be the same either way, but it is quite another thing to the printer.



"GOOD LUCK."

Photograph by George A. Alsop, Chicago, Illinois.  
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#### THE WORST POSSIBLE.

Jones (to his grocer)—You seem angry, Mr. Brown.  
Brown—I am. The inspector of weights and measures has just been in.

Jones—Ha, ha! He caught you giving fifteen ounces to the pound, did he?

Brown—Worse than that. He said I'd been giving seventeen.—*Tit-Bits.*

# What Is Being Done to Conquer Tuberculosis

No. 3.—By WILLIAM H. SEED.

*The statements made in this concluding article of the series on this important subject are substantiated by a paper on "Prevention and Treatment of Tuberculosis," by H. Longstreet Taylor, A.M., M.D., president of the Advisory Commission, Minnesota State Sanatorium for Consumptives, director of the Pokegama Sanatorium for Tuberculosis, and member of the American Climatological and Clinical Association, published in the St. Paul "Medical Journal," December, 1916. But is substantiation necessary? Consider the offer made to the nation, then inquire why this offer has been neglected.—Editor.*



IN my articles on the subject of prevention and treatment of tuberculosis which appeared in the November and December issues of THE INLAND PRINTER, I have tried to concisely review the work of Dr. Karl von Ruck, of Asheville, North Carolina, toward the perfection of methods and remedies calculated to limit the ravages of this terrible disease. I have, likewise, endeavored to show that, in spite of many difficulties, and in the face of the adverse if not hostile attitude of an officer of the Public Health Service, who was detailed to study the action of his new vaccine against tuberculosis, he has gone on with his life-saving efforts undisturbed by his would-be critics. Having become convinced that the representative of the United States Public Health Service lacked the necessary skill and ability when he first met him, he took immediate steps calculated to develop the truth by an independent study of his vaccine and by experimentation with it, in one of the best laboratories in the world, and under the direction of one of the greatest authorities on immunity, Sir Almroth E. Wright, in London.

The reader should bear in mind that Doctor von Ruck's published claims could never have been the subject of an investigation by the United States Public Health Service but for his own request, upon which the resolution ordering it was adopted by the United States Senate. His object was that the vaccine should be made by our Government and be supplied to the people of the United States, especially to the poorer classes, without cost, on a plan similar to that by which the Government now supplies preparations for combating diseases in cattle and swine.

Considering that tuberculosis is causing at least one death out of every seven which occur from all diseases combined, and that in the United States alone about 150,000 persons die annually of this disease, one fails to understand the causes that permitted this work to be entrusted to an inexperienced young physician who committed the serious blunders which I pointed out in my first article, and why these were not discovered by his superiors. One may ask, also, why his report savors so strongly of personal bias and hostility that even a layman can discern it in almost every paragraph.

Does this suggest that Doctor von Ruck was not *persona grata* to the powers in control of the Public Health Service? And may one not suspect that the verdict rendered by this inexperienced physician was arrived at before the investigation was well under way, or perhaps before it was actually begun? However these questions may be answered, the fact is, that Doctor von Ruck protested repeatedly against the methods employed in this so-called investigation and without avail. That he was not slow in recognizing the existing situation is shown in the precautions he adopted to secure the results of his labors for suffering humanity by appealing to competent authority elsewhere within a short time after the representative of the Public Health Service started upon his work.

Recurring to the subject of the meaning and import of Doctor von Ruck's successful efforts in the treatment and prevention of tuberculosis, it should be remembered that at the time when he asked for an official investigation his methods of treatment had long been employed in his own sanatorium and in other institutions, as well as by many physicians in their private practice. All of them had found his methods of the greatest value.

His new vaccine had likewise been employed by numerous other physicians who had observed equally good results as he had himself in the treatment of tuberculosis and in its use for preventive vaccination of infected children and adults.

The Watery Extract of Tubercle Bacilli which he introduced in 1897 had been used with remarkable success not only in this country, but also in foreign lands, and in a publication in 1907 he reviewed the results that had been published or had been reported to him directly by over one hundred of his colleagues.

A tabulation of these results, which also gives the experiences and the names and addresses of the physicians concerned, shows that at that time they had treated 2,183 cases of tuberculosis, most of which had reached the stage commonly spoken of as consumption. Of this number 748 were still in an early stage and 83.5 per cent were cured, and all but six of the other patients improved under the use of this remedy. In 689 patients in the moderately advanced stage 52.7 per cent were cured, and in only 15.2 per cent no improvement was recorded. In 746 patients, whose disease had reached the far advanced stage of consumption and which is commonly considered as hopeless, there were still 14.8 per cent of cures; 40 per cent had improved, and in about 45 per cent this treatment failed.

In a report from the Winyah Sanatorium, dated 1915, Doctor von Ruck's own results in 2,760 cases are given and reviewed, showing but one single failure in the early stage, fifty-three failures in the moderately advanced stage, and 298 failures in the far advanced stage, that is, in only 12.6 per cent of all stages of the disease did the remedy fail to cause improvement, the actually cured patients being 1,436, or 52 per cent. The disease was arrested in 515 cases, or 18.6 per cent, and improved in 457 patients, or 16.6 per cent.

In this report the experiences of other physicians are again considered and it is shown that 1,773 patients had been treated with his new vaccine in the early stage, with failures recorded in only three; in 1,151 moderately advanced patients failures occurred in thirty-one, and in 322 far advanced patients in only eighty-one instances. The patients which were treated by other physicians with vaccine totaled 3,246 and the failures 115.

These same physicians also reported further on their experience with the watery extract in a total of 4,797 cases of tuberculosis in all stages, with failures in the early stage in five; in the moderately advanced stage in 128, and in the far advanced stage in 501 cases of consumption. Including the 2,760 patients treated by Doctor von Ruck himself, we have a grand total of 12,986 cases of tuberculosis in all



stages, among them 2,957 cases of consumption in its last stage, failures occurring in only 1,537, or a little over 11 per cent. In addition to the disease of the lungs many of the patients appear to have had tuberculosis in other parts and organs, and a large number had coexisting other diseases of a serious nature.

Over 10,000 of these patients were treated by their own physicians, mostly at their homes, and, considering that by the ordinary methods of treatment the results obtainable are reversed in that the percentages of successes are not greater than are the percentages of failures under the use of Doctor von Ruck's methods, comment on my part upon the possibilities of the latter if they were generally adopted appears entirely superfluous.

Doctor von Ruck's aim was, however, not only the improvement of methods and remedies for the treatment of tuberculosis; he aimed at the very root of the evil, namely, at its prevention, and it was for this purpose that, after years of study and experimentation, his vaccine was introduced, after he had become convinced that with this vaccine preventive inoculations as against smallpox or typhoid fever were successful. This method was practical for general use by any physician inasmuch as its administration was safe and simple, and one dose was sufficient in children or adults who had not already become subjects of tuberculosis, or in whose cases the disease had not already made advances by reason of which more prolonged treatment would be necessary.

Although his own personal observation had convinced him that his new vaccine met these requirements, he abstained from publishing his experiences until like success had also been demonstrated by other physicians. Such an opportunity was first afforded him by the coöperation of Dr. C. A. Julian, who was the physician in charge of an orphanage at Thomasville, North Carolina; and in October, 1911, there were vaccinated 262 children in this institution, which, in addition to seventy-seven children vaccinated by Doctor von Ruck himself, formed the basis for his first report in the spring of 1912.

This report also contains an account of the results of blood examinations and of like animal experiments that were later successfully repeated in the laboratory of Sir Almroth E. Wright in London. This part of his report, however, is entirely too technical for a layman's understanding. Of interest to the latter is the practical outcome of these vaccinations which were subsequently published by Doctor Julian himself, and his account of them is easily understood. Speaking of the results observed by him in the children under his charge, he concludes his article in the *New York Medical Record* of June, 1913, as follows:

"This evidence, it appears to me, would have been sufficient without additional proof by Doctor von Ruck that the same protection can be conferred upon guinea pigs, rabbits, calves and sheep, which he found to respond to the vaccine by acquiring a complete resistance to virulent infection, their sera developing the same bacteriolytic and germicidal power in vitro that is shown in the human subject, and with the same uniformity except that the animals did not show the same rapid response and that they required longer periods of preliminary treatment.

"I forego any comment on the therapeutic possibilities of the vaccine as unnecessary in the light of the results I have shown in my tuberculosis cases, especially in those which represent the early stages of the disease, in all of which a single dose proved efficient in bringing about a clinical cure."

In this same publication Doctor Julian showed the gen-

eral improvement of those children by their gain in weight and loss of symptoms as determined by him fourteen months after their vaccination. In instances in which tuberculosis had been found the least gain was four pounds, the greatest gain forty-one pounds, and the average gain twenty pounds during this period. These gains are largely in excess of that which occurred in the normal children, the increase in the latter averaging only eight and one-half pounds. In other cases of children which he considered as "probably tuberculous" the average gain was fourteen pounds. Doctor Julian continued the vaccinations independently, and in 110 children he determined their increase in weight three months later. The tuberculous children had gained, on an average, ten pounds; those probably tuberculous had gained thirteen pounds; those which he found free from tuberculosis had gained about three pounds.

In his recent book on immunization against tuberculosis Doctor von Ruck gives his own and the experiences of numerous other physicians in preventive vaccination of children and adults.

At the time of his writing he had himself vaccinated 1,512 children and 112 adults in addition to the seventy-seven children mentioned in his first report. His cases were with few exceptions derived from families in which consumption was present, and the fact that, excepting twenty-five, all were found to have been infected with tuberculosis and many of them had markedly declined in health, speaks as nothing else can for the need of preventive vaccination.

In all the infected children and adults, the existing symptoms disappeared very promptly and a similar gain in weight followed as had been noted by Doctor Julian, which was often greatly in excess of the normal increase of children, and the excess over normal increase varied from 6 to 84 per cent. The adults also showed decided gains in weight which averaged three and one-half pounds after the first, seven and one-half pounds after the second, and eleven and one-half pounds after the third month since their vaccination. At the expiration of three and one-half years the increase in weight of the adults had not only been maintained, but it now averaged twenty-two pounds more than it did before they were vaccinated.

It also appears that numerous other physicians have adopted the method of Doctor von Ruck and have used his vaccine for preventive inoculation, some having already published their experiences in medical journals; others have reported them directly to Doctor von Ruck, and according to my reading and understanding these independent observers have found the same benefits to accrue which Doctor von Ruck and others have described.

If it were not for the limit of space I should have added some of the highly interesting individual experiences and descriptions of cases which these physicians give in their respective publications, and which show beyond any possibility of doubt the relation of a single dose of vaccine to most remarkable changes for the better in the health of the children who received them. Altogether it appears that upward of 5,000 infected children were vaccinated prior to 1916, and the uniformity of the benefits that accrued to them and their continued good health thereafter, whereas before it was impaired, is ample testimony that Doctor von Ruck's initiative and labor for the prevention of tuberculosis and consumption are destined to bear fruits and confer benefits which in magnitude will compare favorably with Jenner's discovery of vaccination against smallpox, and with all other advances that have been made in the prevention of communicable diseases.

All that remains to be done now is to take advantage of



the methods which Doctor von Ruck has given the world freely and without price by a concerted coöperation of the medical profession and the interested public, and if our National Government considers the health and life of its people as valuable and important as it appears to consider that of domestic animals, it can scarcely do less than to accept Doctor von Ruck's offer to coöperate, with the object that the Government manufacture his vaccine for general distribution and especially for treatment and preventive inoculation of the poor.

The justification of such a course can no longer be questioned. The number of 12,986 cases of tuberculosis treated

searches, for the maintenance of his laboratory and library; and that he may invariably be found at work in one or the other during all hours of the day and often until late at night; and that, even in his advanced years, his capacity for study and work seems as good or better than could be expected in a man in the prime of life. I am further told, and the facts are mentioned in the discussion of his work in the *Congressional Record*, that his laboratory and private library are the best equipped for research work and studies in tuberculosis, and second to none in this country.

When a man who is possessed of sufficient means that he can carry on such investigation with a staff of trained



Strong Black-and-White Effect in Illustration.

Drawing by Walter A. Weisner, Chicago.

and the results recorded by several hundred physicians during a period of twenty years, and the remarkable results in over 5,000 preventive vaccinations made during the last five years, entirely precludes the probability that the results which will be observed in the future will be found less satisfactory; on the contrary, with increasing experience they should improve.

Does the world owe anything to this man? He has not asked for rewards of any kind. From information which I received from physicians who know him personally and who have observed his work for years, he appears to find all the reward he cares for in the successes which follow his incessant labors, from which, I am told, he permits but slight or no interruption at all. One of my informants, who has frequently visited his sanatorium and laboratory, tells me that Doctor von Ruck must have spent a fortune in his re-

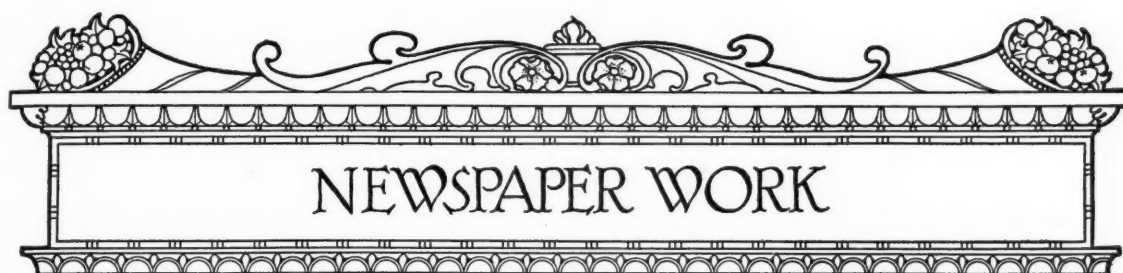
assistants at his own expense for many years, asks no aid from any one, whose efforts are devoted entirely to the service of his fellow men, and who continues them unabated at an age at which most men who can afford to do so have already retired from their labors, it can only be for the love of and the interest in the cause he serves, and such devotion must naturally be a part of his character. Such as he are the men who have contributed to and will in the future contribute to the total of human progress and happiness, and their reward appears to come from within, rather than from without.

SPEAK not at all, in any wise, till you have somewhat to speak; care not for the reward of your speaking, but simply and with undivided mind for the truth of your speaking.—*Carlyle*.



**THE NEW APPRENTICE.**

Drawn by John T. Nolf, Printer.



# NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

## "Just Something in General."

I had intended writing on another topic when I received this letter from a correspondent in one of the Southeastern States and decided that consideration of some of the thoughts here presented might be more profitable than anything else at this time. The letter is evidently from one of those studious country printers who is — perhaps unconsciously — preparing himself for greater responsibilities. The subject-matter is regarding the commonplace problems, which seem so easy to the publisher with settled standards, and yet they are the things which must be disposed of before the newspaper business as a whole or any single newspaper can be a success.

In order — but I will first present the letter:

Being a constant reader of THE INLAND PRINTER, I would like to get an audience from you for just a few minutes, touching on a few things concerning newspaper work.

I glance through your pages every month with much interest, hardly being able to wait for coming publications. It is doing a great work and constructive uplifting in its chosen field, and should command greater consideration and attention from newspaper men and printers.

Now, getting down to facts: You will receive, under separate cover, copies of several newspapers, one of which I am an employee, and, among the others, two of which I am an enthusiastic admirer. You will, no doubt, single out the *Times* and *Journal* as neat and ably handled country weeklies. On the other hand, the *Star*, of which I am an employee, and the *Telegram*, are not as neat and chaste as they could be.

As to the *Star*, you will perhaps say that having the advertisements on the front page is not good style; that the advertisements on the inside pages are cramped and have no individuality; that the paper in general is unattractive and does not quite do justice to a 2,600 circulation — that being a rare one for a weekly. We have a new six-column quarto — press, folder, and plenty of good type, although it varies too much, which seems to be part of the trouble with country papers, which bet on varieties and not quantities. In fact, it is an old-established but newly equipped plant.

You will note that we use the — service, which is very good. We carry considerable news, having many correspondents, all of which is essential to a country paper. Nothing in particular seems to be the matter, but *just something in general seems to be the trouble*. Can you explain it?

Suppose we could take those same advertisements from the front page, also those on three other home-print pages, and divide them up in eight pages as the *Times* and the *Journal* have done, and give our headings a little more "importance" — in fact, classify and make the paper more readable. Certainly the advertiser would derive double profit and benefit, and finally the newspaper likewise would profit thereby.

We get a number of country weeklies from different parts of this State — some are good; the majority are raw products. Does the trouble lie with the workmanship — the printer — or some one else?

Do you not think that newspaper men and printers should wake up to the times?

Personally, I think that the mechanical part is neglected — probably because not enough attention is given to trade journals, periodicals, etc.

What wonderful opportunities there are!

And don't you think that a six-column, eight-page paper is the ideal for weeklies. Do you think the people like the bundlesome larger paper? If you need space — why, add pages instead of columns and don't have the supplement with one side blank as in older days. Certainly the six-

column "newsy" can be made up quicker, handled better, and put on the press and made ready faster, and it is so compact. Why, four pages can be run at a time and there would be just half the runs, as most offices of that type, with very few exceptions, have the six-column quarto presses.

This is a long letter, but I feel justified in writing it. Now, just this:

The other month I was talking to a very young newspaper man who had recently assumed control, owing to the death of his father. His paper had a circulation of about 3,000 — the circulations run large over here in this State — and he has an eight-column paper with plenty of advertisements, which causes him to get out a supplement very often — printed on one side — making his paper very crude. I questioned him as to why he did not reduce his paper to six columns, running four pages at a time, and adding pages to the original eight as necessary, giving him greater outlet and many more possibilities. His answer was that people might think his paper was falling off, so to speak, and that his father had it the other way, which was all right.

I do not know that the *New York Times*, *Boston Transcript*, *Springfield Republican*, or any other of those larger papers, would change their make-up once they have an established style; but show them the need and they would meet conditions squarely and sensibly.

The *Philadelphia Public Ledger* is a small-size newspaper, and among the best. Several magazines — notably *Good Housekeeping*, *Cosmopolitan* and *Hearst's* — have recently changed size for the better; they are more readable. The big people see the needs and the improvements possible, and they meet the demands.

If ever you can touch on any of these points I think it might help some. Look over some of these papers from over here in this country; they are among the very best. You might state what you think of them.

In order for a newspaper to be a success, its mechanical, editorial and business management must conform to certain standards. A newspaper may be edited by a Horace Greeley and managed by a master of finance, but if it be poorly printed it will not be recognized as a "good paper." It may be mechanically perfect and under able business management, but if its news and editorial service be poor it will be most unsatisfying to its clientele. And, again, it may be ably edited and well printed, but the business management be so poor that the laborer misses his reward and the editorial effort is so lightly esteemed that it is doubly wasted.

Our correspondent blames the shortcomings of a certain newspaper to "just something in general," and then refutes himself by pointing out the very things that need to be specifically remedied. A paper must needs be in a pretty bad way when the cause of its failure of full success is "just something in general," which is the same as "everything in general." The cause is usually to be found in particular shortcomings in either the mechanical, editorial or business departments, and I am going to point out some of these that are suggested by the papers sent in for review.

*Mechanically*, one can find much to praise and much to condemn in the *Star*. The presswork is good, but it is just as our correspondent says, there is too large a variety of display type — Gothic, De Vinne, Cheltenham, Clearface



and italic; and it looks very much as though the display-work would have been well done if the compositor had not found it necessary every once in a while to use some inharmonious line simply because it was the only thing available. Our shops should be equipped with a few series in weight fonts, but if they are not, then the ever-present danger of glaring inharmonious effects should be kept constantly in mind.

The make-up of the *Star* is uninviting. It is a cumbersome eight-column sheet with three columns of advertisements on one side of the front page, two columns on the other and three columns of country correspondence down the center. Just think of that for a front-page make-up in this year of grace. The eight-column size is a survival from blanket-sheet days — there is not one thing to be said in its favor. The six-column size is best because it can be most economically produced, although much may be said in favor of a seven-column.

The advertisements on the front page, except for the very smallest patent-inside papers, are condemned by every authority the country over. They interfere with the news being presented in inviting form where it commands attention at sight, and they also give the advertiser an undue opinion of his importance to the paper. The moment the advertiser is driven from the front page, that moment his respect for the paper takes a boost. It may take his breath away to find there is something about the paper he can't buy, but it will be good for him. The front page should contain the most important local news, with properly displayed heads, and unless an editor can find enough news of this character to fill the front page he is not giving his community proper service. Plenty of country correspondence is a good thing in a country paper, but the front page is not generally the place for it.

Then, again, that boulevard make-up with a column or two of reading-matter running between two serried ranks of advertisements on either side is a mistake. The "pyramid" make-up presents the news invitingly at the upper left-hand corner of the page where the eye easily sees it, and it also brings the advertisements into an advantageous position at the lower right-hand corner ahead of the eye. Here the advertisements, if properly set, temptingly invite perusal. The advertisements with the blackest type should be placed farthest away from the reading-matter, while the advertisements with the lightest type should be placed nearest the top of the page, or nearest the reading-matter. Then, again, the *Star* uses patent insides — a good enough thing sometimes, but a weekly of 2,500 circulation is supposed to have outgrown them.

In the *Telegram* I find advertisements and two columns of plate on the front page, and a supplement — printed on only one side — on the inside. The make-up is the straight up-and-down kind. For variegated type effects, it is worse than the *Star*, and I notice, further, several wrong-font letters in display lines. There is only one rule regarding ever using wrong-font letters — *Don't*. The editors of the *Telegram* are carrying too much of a handicap in allowing so many "raw" mechanical features to pass.

The *Messenger* is a small paper, and in these days of high cost of newspapering it is wisely economizing space and runs a half-page advertisement on the front page, but it runs the advertisement on the top half, and the first impression that the reader gets is of an advertising circular. If small papers must put advertisements on the front page, put them on the bottom half.

The *Standard* presents an uninviting appearance because the first page is loaded down with three-deckers and

other large heads — six of them at the head of each column and several more scattered about the page. Brevier plate is mixed in with home-set long primer, and this gives the pages a "patchy" appearance.

Another kind of patchwork is exhibited by the *Review*, where black-face notices with a two-point rule above and below are scattered through the news pages.

Editorially, a newspaper does not come up to standard unless it really covers the news of its field with both regular and feature stories, social notices, "short locals," country correspondence and some editorial comment.

Various editors may think that "just something in general" is the cause of lack of appreciation by the community, and yet the most cursory criticism reveals conditions like this:

The *Review* has apparently twelve columns of home-set news, but, of these, village notices set in news type take two columns, various other organization notices take another column, press-agent stuff and free advertising of one kind and another take three columns, contributed write-ups of club meetings and entertainments that the authors themselves wouldn't read take another two columns of space; there is a column of clipped editorial, two columns of very poor school and country correspondence, and the editor himself appears to have written about a column of local paragraphs — and the chances are that these items were known to every one interested before the paper was printed. The editor appears to have had no other idea than to fill the space somehow. There are too many such.

The *News* looks like a good paper, with plenty of big news stories on the front page, a fair amount of short stuff and a goodly amount of country correspondence. The directory, however, tells us that it holds a secondary position in its community, though to outward appearances its news service is as good as its contemporary's. The explanation is that in the *News* the stories are dull chronicles of local events, colorless in interpretation and devoid of the human element. There is no life in the paper.

The *Gazette* comes to us from a city of four thousand. Its editor regards it as one of the leading papers of the town, and yet, aside from the official notices, there are less than six columns of home-set news-matter, and half of that is poor stuff. An editor with a paper like that is just preparing the field for a live competitor who will take away his subscription list, wipe out his "good-will," and reduce the value of his plant to what it will bring as junk. The editor that tries to "get by" with that kind of editorial service just because he can for the time being, is deceiving himself.

The *Leader* appears to just revel in free publicity of every kind, from forest-service dope to free automobile advertising. The issue at hand is entirely home-set, on a machine, and fully fifteen columns of the matter just went into the waste-basket of about every other country publisher that received it. The editor appears to have had no other idea than to "keep the machine going," and so just gave the compositor any ready-made copy that was handy. The stuff is of no local interest; to set it when good plate stories can be bought at \$1 a page is foolishness, and to print it when paper is \$140 a ton is a crime against the rest of us.

Financially, there are as many misfits as there are mechanically and editorially. The *Leader*, just referred to, makes a big mistake in running so much free publicity junk that is pure advertising. The pruning-knife can not be applied too vigorously to any and all free stuff that is offered. Better to sin on the side of severity if it be neces-



sary to sin at all. Free publicity means just so much less of paid advertising. Various big concerns are even now incurring heavy expense in preparing free press matter, and they are actually doing it under the mistaken notion that the newspapers appreciate this service. When they find out that their money is going to fill the waste-baskets of country publishers they will turn the appropriation into regular advertising channels.

The *Commercial* is a weekly consisting of news-matter picked up from the daily editions for a week. It runs from twelve to sixteen pages per issue, but never has more than ten to fifteen columns of advertising — perhaps one column of advertising to six of reading-matter is a fair average. The subscription price would about pay for the cost of the print-paper at present prices, and how the meager advertising patronage can possibly pay for printing that big weekly even if the news-matter is a "pick-up" is more than I can understand. The truth probably is that that weekly is a leech on the establishment, and that if the publisher discontinued it altogether he would not only stop a loss, but would also turn more business to his daily. Daily and weekly editions of the same paper need careful watching, for either one may be eating the profits that the other makes.

The *Pioneer*, in common with thousands of other papers the country over, publishes the advertisement of a concern that was never known to pay a living rate for advertising. This concern is so well known, and its business policy is so well understood, that the appearance of its advertisement is tantamount to an announcement by the publisher that he will take advertising at any old price that he can get. Well-informed publishers have told me that they would not take this advertising even at the full rate, because no one would believe that the full rate was being paid.

The *Reporter* carries the advertisement of a piano house that every one knows does business only on a trade basis. If the country papers are going to get their share of the millions spent for advertising in this country they will have to stop trading space for anything from a piano to a "bushel of beets." We can not blame the advertiser for esteeming as of little value that space which the publisher himself trades off for next to nothing.

The *Progress* is a six-column quarto, all home-print, with seldom more than ten or twelve columns of advertising — probably at 10 cents or less an inch. The paper is losing money every week, and still the publisher struggles on. The news service of the paper is excellent, and, so far as I can see, all the paper needs is some one who knows how to sell advertising. The publisher would probably gasp in amazement at the suggestion that the paper could afford another employee, and yet a little more money spent in giving the advertisers better service, along with a healthy raise in the rate, would turn a losing business into a profitable one.

The *Record* comes to hand with the advertisement of an automobile subscription contest. Otherwise the *Record* is a very good paper mechanically and editorially, has a good advertising patronage and a good subscription list. There may be cases when a contest is justifiable, but to all appearances this is not one, and the publisher of such a paper as the *Record* appears to be should not have yielded to the temptation of easy money from a contest. Next year his subscription receipts will drop off, his inflated list will shrink, but the "sore spots" will still be there, and the cheapening effect of the contest will remain.

A well-conducted paper has the subscription list on a paid-in-advance basis, or, at the very least, on a basis of

reasonable credit. No attempt should be made to send the paper one day longer than the subscriber wants it, for out of that practice has grown the evils of the "Refused Copy," the "Removed — Left No Address," the "Says-he-never-ordered-it" kind, etc.

Competent business management takes care of the subscription list and advertising patronage in a businesslike way, with the idea of collecting adequate charges for the service performed, and of performing the service in a prompt and efficient manner. The study of costs is also of paramount importance, and the business manager must fully understand how much the business prosperity of the whole community rests with him.

Competent editorial management provides the community with a review of its daily life interestingly presented, and the editor must be fully alive to the great responsibility he has to make his paper so indispensable that its leadership in all civic progress will be unquestioned.

Competent mechanical management studies to present the newspaper in such a form that it will be most inviting, and the message of the editor and the advertiser be most pleasingly received by the reader.

These three essentials must all be present in the good newspaper. There are thousands of papers that approximate the standard in all essentials, but there are thousands of others that fail in one or more. "Just something in general" is not the cause of failure. The shortcomings are specific, are easily seen, and easily remedied. Would that during 1917 every publisher could more definitely set himself to the task of eliminating the shortcomings of his own publication.

#### REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

FRED PARSONS, Ailsa Craig, Ontario.—You set a good line of advertising display, and no faults worth mentioning can be pointed out.

HERBERT C. WILLIS, Waterloo, Indiana.—You deserve commendation for the admirable paper you are issuing. No faults occur to us which need to be pointed out to you.

CLARENCE H. HALVORSON, Watertown, South Dakota.—All your advertisements are simply and effectively arranged, and forcefully displayed, in every way up to the standard of the best work received by us.

The *Atchison County Journal*, Rockport, Missouri.—Your paper is a good one, but would be more interesting if you started the news-stories at the tops of alternate columns of the first page with regular headings.

C. L. HOUGH, Bowen, Illinois.—We consider your time of seven hours on the composition and make-up of the Nash & Morris page advertisement exceptionally good. The copy is heavy. It is also effectively and pleasingly arranged, and well displayed.

O. E. BUTLER, Grove, Oklahoma.—The *Sun* is a very good country paper. It is well printed and the advertisements are satisfactorily arranged and displayed. The editor has done well, too, for the paper is well filled with interesting local news. We admire the clean first page.

The *Elmore Eye*, Elmore, Minnesota.—Yours is a commendable small-town newspaper, and no faults are apparent which we feel you can correct. When one does as well as is possible with the equipment at his disposal, we feel that it is an injustice to him to ask him to do better.

Dwight *Star and Herald*, Livingston, Illinois.—Your thirty-six-page holiday number is admirably printed on smooth book stock and is commendable in every other way. The advertisements are especially well composed, and you have used the holly border and decorations to excellent advantage.

Gulfport *Advocate*, Gulfport, Mississippi.—Your Centennial Edition Supplement is exceptionally good, being nicely arranged throughout. The half-tones are well printed, considering that news stock was used, but we feel that an improvement would result had a trifle more ink been carried. Advertisements are well handled and are very neat.

C. L. KELLOW, Devils Lake, North Dakota.—The double-page advertisement for Mann's store could hardly have been handled better from the standpoint of composition, and we compliment you. Had the pressman done as well with his part of the work, your work would show to better advantage, for the pages are rather poorly printed. Perhaps the rollers are too old to do good work.

JOHN M. HUNTY, Chilton, Wisconsin.—The *Times* is surely an admirable paper, the clear presswork being its most conspicuous good point. The clean first page is a beauty, but would be more interesting if there were a few more small headings in the lower part. Some of the advertise-

## The Chilton Times



Admirably neat first page of *The Chilton Times*, Chilton, Wisconsin. Would appear more interesting, however, if there were more headings in the lower part of the page.

ments are crowded, and smaller sizes of type for the text would have been advisable. The cuts in a few of the advertisements were below type-height and should have been underlaid. Your first page is reproduced.

BENJAMIN C. STEARNS, Honolulu, Hawaii.—The advertisements in the *Star-Bulletin* are very well set and no apologies are necessary. In some of them rather too large sizes of type were used for unimportant lines and an effect of crowding is given. Display is weakened thereby. Display is a matter of contrast, and if all items are set large the chances are that contrast will not be obtained.

HARRY L. SINCLAIR, Ashland, Oregon.—The news-headings are a little too bold, especially when there are no subordinate decks to lead the reader into the story which follows. Figuratively speaking, the introduction is too abrupt. It is also a bad plan to line up the headings straight, or nearly so, across the page. No part of a heading in one column should appear alongside any part of a heading in an adjacent column.

*The Jacksonian*, Cimarron, Kansas.—Presswork on your paper is poor, both ink and rollers apparently being at fault. Advertisements are ordinarily well displayed, but careful attention was not given to whitening-out in some instances, portions of the advertisements being crowded, whereas in other parts an extraordinary amount of white space is apparent. The white space should be distributed as uniformly as possible throughout the advertisements.

*Pitcairn Express*, Pitcairn, Pennsylvania.—Presswork on your paper is very, very poor, and we believe it would be a good plan to have an expert pressman look the press over. The ink is too soft, and it appears that you thinned it too much. The use of plain rule borders would add much to the general appearance of the advertisements and the paper, for those weak decorative borders do not harmonize with the types you have. Most of the advertisements are very nicely displayed and arranged.

*Glentana Reporter*, Glentana, Montana.—Yours is an exceptionally well-edited paper. While we do not admire such large body-type as you use for the outside section of your paper, it may be that our dislike is prompted by the fact that, ordinarily, smaller body-type is used. Of

course, many of your readers, perhaps, may admire this feature, but we have based our opinion on appearance rather than upon readability. Advertisements are simply and effectively arranged. The use of one style of display letter makes your paper pleasing in appearance, especially from the standpoint of type harmony. Presswork is rather poor, due, we believe, to hard rollers and the cold weather.

*Antelope Independent*, Antelope, Montana.—Your paper is well printed and appears to be ably edited. We do not admire such large headings as used on the main stories of the first page, because of the small size of the page, and the fact that yours is a weekly paper. Advertisements are ordinarily overdisplayed, too many points being emphasized therein. If the unimportant items had been set smaller in all cases the display could have been set larger—in fact, it would have appeared larger through the gain in contrast, even though not set in larger type. The articles on the subject of advertising display and arrangement, in the job-composition and apprentice departments of this issue, should prove very helpful to you, as points are corrected therein in which your ad-man appears to be weak.

*The Antioch News*, Antioch, Illinois.—For a small-town paper, yours is an exceptionally good one, the advertisements being very well handled both as to display and arrangement. Presswork could be improved, but it is not bad. It is a difficult matter to make up a six-column paper with single-column heads. If a heading appears in the first column, as one should, and headings are placed in alternate columns, none will appear in the last column, and the page is not symmetrically made up. It is a mistake, however, from the standpoint of artistic appearance, to have large single-column headings alongside, as in your issue of November 2. Having a double-column head in the two center columns, and single-column heads in the outside columns, leaves a column of reading-matter between all to break up the monotony and complexity of appearance when large headings appear in adjacent columns. We do not like to see plate made up into the first page above all pages.

*Monticau County Herald*, California, Missouri.—Your special holiday number is a good one. Presswork is not very good, but the advertisements are for the most part effectively displayed. Plain rules would be preferable to the decorative borders so generally used. When one uses such a variety of decorative borders the paper is not as harmonious and pleasing as it is when one style of a plain border is used throughout. It is folly to contend that these borders lend distinction to the advertisements, for all distinction is virtually no distinction. If all advertisements save one are surrounded by plain rule borders, and that one embellished by a decorative border, it will naturally be distinctive; but when a different border is used on practically every advertisement that distinction is lost. Some of the advertisements are crowded, the text-matter in them being set in much too large sizes of type.

*Wakefield Daily Item*, Wakefield, Massachusetts.—We were compelled to search through all the advertisements in your issue of October 2 to find the State wherein your Wakefield is located and where the *Item* is published. It does not appear beneath the heading on the first page nor in the heading above the editorial column, in both of which places it should appear. There is too much large type in your paper. The extraordinarily large news headings and the bold advertisements on the first page leave little room for news, and the appearance of that page, in addition, is altogether bad. With the amount of advertising you carry it seems that you should run eight pages at the least, instead of six, as you do, or, rather, as you did on October 2. The advertisements are overdisplayed and an appearance of complexity is given thereby which is anything but pleasing. A paper such as yours has little to recommend it to readers and possible subscribers, and in the end, without these, and a proper number of them, you will find advertising hard to get. Advertising can not "pull" if it does not reach the people.

*The Mansfield Mirror*, Mansfield, Missouri.—First of all, your paper is not well printed. We dislike to call your attention to the disorderly arrangement of the advertisements, for we know from experience just what such a large special edition means to a small plant. The advertisements are very crowded, and this could have been overcome in many cases by the use of smaller type—if you had it, of course. The Fuson Drug Company page is a case in point, and here the rules add to the confusion. If you can not make the rules you have join well, we would suggest that you arrange your advertisements with the view to making the use of fewer rules possible. No matter how good rules are, however, they will not join properly if the matter inside and outside is not properly justified, and it is our opinion that this was the cause of your trouble as much as poor rules. We can not emphasize too strongly the desirability of following the pyramid style of make-up, in which the advertisements are grouped in the lower right-hand corner of the page. To scatter them here and there over the page not only makes the page displeasing in appearance, but cuts it up in such a way that there does not appear to be as much reading-matter as there would appear to be if it were massed in the upper left-hand corner of the page. You do not want your readers to say, "The *Mirror* is filled up with advertisements," do you? Then arrange your advertisements in such a way as to make it appear that you have the greatest possible amount of reading-matter.

# Newest Methods in the Oldest Art

No. 2.—By CARL H. FAST.

*The system here described will give the average job-printer a graphic control at all times over the leading figures and facts of his business, so that, whenever desired, at least once a month, he can take off a definite statement of his financial condition and his costs, as a whole and by departments, without the use of ledgers or elaborate statement-forms or clerical processes. The Graphicount system is so easily comprehended that it can be applied by any person of fair business intelligence and education, without any special training in accountancy or cost-finding. Its use will serve as a primary or elementary course in sound accounting principles, leading the user to higher skill and more detailed methods, while preserving a proper mental attitude toward the management of his business.—Editor.*



WHILE the departmental cost system here described should prove of great value to most job-printers, there may be those who, for lack of clerical knowledge, or of time, can not undertake immediately the departmentizing of their shops and consequent costs. For these there is available for temporary use a Graphicount General Monthly Cost System, which groups and accumulates costs, day by day, and shows, any time in the month, the total costs of the shop in direct labor, materials and overhead, without division into departments. To the smaller printer who wishes to start a cost system in his shop, it is possible, therefore, to begin with the most elementary methods of general cost-finding for the first few months. By that time he will be so thoroughly familiar with the controlling principles of costs and good financial management that he will wish to install a standard departmental cost system, which will show him his costs by department per chargeable hour of the time used.

## The Association Cost-Movement.

Aiming to relieve the evil of cost-blind competition among their members, various trade associations have been working earnestly in formulating standard, uniform cost-finding methods, and to secure their adoption by their members. The first international cost congress of employing printers, which was held in Chicago, October, 1909, created the American Printers' Cost Commission, for the purpose of standardizing a method of figuring costs. As a result, the Standard Uniform Cost-Finding System was issued in 1910, with the complete directions, forms, etc., for determining printing costs by good accounting processes. The movement was stimulated by the amalgamation of the various printers' associations that were grappling this large problem, until to-day the better element of printers recognizes it as a national movement, a concerted step for self-preservation.

## General Purposes of Cost-Finding.

The chief value of a cost system to a job-printer is to check his eager desire to take business, even at a loss. Too many printers would rather compete than succeed. Their knowledge of costs in estimating on jobs is so hazy and uncertain that in order "to get the job" they will cut the price out of all proportion to the costs. This tendency is being checked only by the association movement, through which printers, who would otherwise indulge in cost-blind competition, investigate by accurate methods their actual costs on previous jobs and thereby make estimates and bids which will assure a fair profit to the lowest bidder, because all have bid with some intelligent knowledge of costs. The association cost-movement, therefore, deserves the hearty support of every printing-house that has constructive aims and sane management. To estimate intelligently, the job must first be analyzed, dividing the different classes of work

which it involves, such as composition, hand or machine, the kind of presswork involved, and binding, stitching, etc. The materials, of course, must be carefully figured. In order to have knowledge of the probable cost of each kind of work contemplated, the printer must know the previous cost of each kind of work, in his shop, which means that he must departmentize the different processes of his shop. In the larger plants this departmentizing is done so carefully that a statement of costs will include twelve or fifteen different departments. The system here described, however, simplifies this matter, as it is primarily intended for

Gen'l. Expense Pay Roll	Composition Pay Roll	Job Press Pay Roll	Cylinder Press Pay Roll	Universal Pay Roll	Stock Inventory Pay Roll	Job Press
Light, Office Gen'l. Expense	Light, Power	Light, Power	Light, Power	Light, Power	Light, Power	Material
Special Work Red Dying	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Stock Inv.
Capital	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense	Gen'l. Expense
CHECK SUPPLY						

Standard Department Cost System—Patent Pending.

use in the plant having only five or less productive departments, in addition to the office or general accounts. The typical shop using such a system departmentizes its composition, job-presses, cylinder-press or presses, Universal and stockroom. In its general nature, the printers' Graphicount system will graphically show the average printer the principles and value of the standard uniform cost-finding system, form 9-H, as devised by the American Printers' Cost Commission. In addition to this, however, it will show him at the end of the month, or at any time during the month, his total volume of business or jobs on hand at the selling price, the total outlay for materials, his stock inventory, his equipment inventory, his available or working capital, his total bills receivable and bills payable, also the number of possible productive hours in each department compared with the hours used or chargeable.

## The Graphicount Case.

As shown in the diagram, the case contains thirty-five shallow boxes or compartments, constructed in five rows of seven each. The first row of boxes corresponds to a column for general expenses in the standard cost statement. The second row corresponds to a column provided for composition, in all of its departmental items. The third row is for job-presses, the fourth row for cylinder presses, the fifth for Universal, the sixth for the stock department,



which includes all the expenses of stock handling, cutting, wrapping, freight, cartage, etc. The upper three boxes in each column or row are used to record, by the movement of check-tokens, the various expenses incurred for different items under that heading or column account. The fourth row down is used for capital, equipment inventory, bills payable, bills receivable, and for the reserve supply of token-checks which represent time, in denominations of one-quarter hour, one hour and ten hours. The bottom row of boxes is used for the reserve supply of money-checks in denominations of 5 cents, 25 cents, \$1, \$5 and \$10, the last two boxes being used for blank guide-checks and due-checks. The last box in each of the upper three rows is used respectively for total job prices, materials and stock inventory.

#### The Token-Checks.

The money-checks have been already described, as well as the checks indicating fractions of time. The guide-checks — merely printed white blanks — carry the notation



The Money-Tokens.

of amounts which will indicate, when placed in the top box of any department, the total possible productive hours, the amount of equipment investment, the square feet of floor space, the insurance and taxes, and the interest on capital and depreciation charged off. These might be called the "static" cost factors.

#### Directions.

To install the system accurately, it is necessary to obtain by actual appraisal inventory and measurement, as far as can be done, the following general facts:

Area of floor space in each department of productive work.

Amount of investment in each department of productive work.

Total number of possible productive or chargeable hours in each department of work.

Divide the rent among productive departments, prorated on the basis of their floor space. Note the amount of each on a guide-check. Note on this check also the total number of possible productive hours, the department investment, the interest on this investment for one month at six per cent per annum. Divide the total insurance and taxes for one year by twelve and prorate this between departments on the basis of their investment. Note these amounts on the guide-check.

Note on another guide-check the amount of stock inventory and place it in the box so marked. Add money-checks to this amount. Repeat this with the boxes for capital, equipment inventory, bills payable and bills receivable.

Place in the top box of each productive department, back of the white guide-check there, enough time-checks to equal the amount of total possible productive hours shown on its guide-card.

#### Posting the Graficount.

It is always desirable to provide a form of job-ticket on which the estimated costs for the different parts of the job are noted in advance and on which the actual time and costs can be noted from time to time, as they are incurred. There are a number of forms of job-tickets or envelopes

which are suitable for this purpose. Nearly every printer has some such form now in use, and it is not necessary to change them, in most cases. Naturally, the jobs in hand each day should be entered on their respective envelopes or tickets, so that the time required for composition, make-ready, various kinds of presswork and materials used can be recorded.

At the close of the day, or first thing next morning, the amounts noted on these job-tickets should be "posted" in the Graficount, in the following manner:

In accepting new jobs and putting them in hand with a price agreed upon for the work, checks equal to the total amount of all such jobs taken in the day should be placed in the box marked "Total Job Prices." The checks in this box always represent the money out of which all expenses on jobs in hand must be paid, and, at any time, any checks left in the box will show the approximate profit to date. With jobs taken at no stipulated price, but on which a profit percentage is to be charged, note their total on a white blank check "Time and Per Cent," and place an arbitrary amount of checks, estimated to cover the costs, in the box. Note this amount also on the white check.

Charging: For materials purchased for jobs in the day, move corresponding checks from the "Job Prices" box to the "Materials" box. This reduces the available proceeds of the jobs, as shown in the "Job Prices Box," and adds to the "Materials" to that amount. When materials are used from his own stock inventory, the printer charges for them as though purchased outside, moving checks from "Job Prices" to "Materials" box, but also takes a corresponding amount of checks from "Stock Inventory Box" and restores them to "Check Supply." These represent the amount by which "Stock Inventory" is depleted through that order and job. As materials are bought to carry in stock and not issued on jobs, checks to that amount are moved from the "Cash Capital" box to "Stock Inventory" box, if the goods are paid for. If they are charged, such checks are taken from "Check Supply" and an additional corresponding amount is taken from "Check Supply" and placed in the "Bills Payable" box. For any bills paid during the day that have previously been posted in the "Bills Payable Box," checks to that amount are moved from that box to "Check Supply." As finished jobs are invoiced or billed, thus adding to the bills receivable, fresh checks are moved from "Check Supply" to the "Bills Receivable" box. As goods are purchased which should be inventoried or properly listed as equipment inventory, checks to represent them will be moved to "Equipment Inventory" box from "Capital" box, if the goods are paid for; if not, from "Check Supply," and corresponding checks are placed in "Bills Payable" box.

#### Posting Labor Costs.

Out of the available resources or jobs in hand, shown by the checks in "Job Prices" box, move checks from there for each day's pay roll to the "Pay Roll" or top box of the respective department. In this way the growing pay roll of each department of work will be shown as a total, at any time desired.

Note each day the number of productive hours utilized in each department and post them by moving that amount of corresponding time-checks in the box, placing them in front of the white guide-checks instead of back of this check, as they were at the beginning. In this way the total number of productive hours utilized or chargeable, up to any time in the month, will be shown by the time-checks in front of the guide-check and the amount of idle time will be indicated by those back of that check.



Post any items of department direct expense by moving checks from the "Job Prices" box to the "Direct Expense" boxes of the respective departments.

As any general expenses are incurred, post them daily by moving checks from "Job Prices" box to the proper box of the "General Expense" column. This applies to spoiled work and bad debts. As bad debts are charged off, remove checks from "Bills Receivable" and restore them to "Check Supply," for this item will have been shown as paid out of "Job Prices" then in hand.

At the end of the month, when all of the departmental pay roll and currently charged costs have been posted out of the checks in "Job Prices" box, the general expense can be computed and distributed. From "Job Prices" box

calculating the probable amount of work, measured by the hours which each department must render in executing that job. If, in the past, his cylinder-press department has not been kept busy enough, he will know that cylinder-press work is desirable on future orders and can plan accordingly so as to get the work to keep them busy. In any department which has been crowded he will see that he must either increase his equipment or not press for much work in that direction. A hundred other valuable conclusions will be reached from facts shown by this system.

Work can frequently be exchanged between shops with great mutual advantage, because of the possession of this knowledge. A shop crowded with cylinder-press work can farm it out to a friendly shop which needs it and which in

Cost Summary for Month.	DEPARTMENTS.					
	GENERAL OFFICE.	COMPOSITION.	JOB PRESSES.	CYLINDER.	UNIVERSAL.	STOCK.
Pay Roll.....						
Rent—Heat.....						
Insurance and Taxes.....						
Interest and Depreciation.....						
Bad Debts and Spoiled Work.....						
Light—Power.....						
Department Direct Expense.....						
Department Direct Total.....						
Total General.....						
Distributed General.....						
Department Grand Total.....						
Chargeable Hours.....						
Department Cost per Hour.....						
Non-chargeable Hours.....						

Financial Statement for Six Months.....	JAN.	FEB.	MAR.	APRIL.	MAY.	JUNE.
Total Volume Jobs in Hand.....						
Materials.....						
Pay Roll.....						
General Expense.....						
Volume Jobs Billed.....						
Volume Unfinished Work.....						
Total Costs per Month.....						
Estimated Costs Unfinished Work.....						
Estimated Net Profit—Month.....						
Equipment Inventory End of Month.....						
Stock Inventory End of Month.....						
Total Bills Payable End of Month.....						
Total Bills Receivable End of Month.....						
Cash Capital End of Month.....						

The Two Statements Obtained.

take checks shown by the guide-check in each department's top box under the headings of "Interest," "Depreciation," "Insurance," "Taxes," "Rent," etc.

Count the total of checks in the first column of boxes representing the general expense item and then prorate this total amount over the five productive departments, based on the amount of direct expense shown for each department. Having noted in the statement-form the total direct expense of each department, add to each its prorated portion of the general expense and post the total amount in the line so provided in the form.

#### Determining Chargeable Hour Costs.

Probably the most important fact which the Standard cost-finding system is intended to reveal is the cost per hour of actual work done in each department of work. This is obtained by noting the total number of productive hours utilized in each department and dividing it into the total expense for that department, as already described and noted. In no other way can this most important unit of cost-measurement be figured so easily as with the Graficount system. In future estimating the printer who has kept a record of the total chargeable hours in each of his departments of equipment and work, noting the proportion of unused hours and the consequent cost per hour, can, with perfect safety, estimate on future jobs as he takes them by

turn can reciprocate by turning over work for the job-presses, extra composition, etc.

#### Individual Job Costs.

As stated in the beginning of this article, the outfit and system here described and illustrated are intended to give their user a sound knowledge of his costs by departments of work and measured by chargeable units. For the further recording of the direct costs on each individual job, it will be necessary to use another Graficount outfit, as described in the succeeding article.

#### Watching the Profits.

It has already been shown how the "Job Prices" box will reveal at any time the price-margin or approximate profit remaining from the jobs in hand. On jobs which have been taken on a time-and-percentage basis, the profit on the total volume of such jobs can be seen at the end of the month by comparing the total costs shown on the individual job-tickets with the checks which were added to "Job Prices" box, as noted on the "Cost and Percentage" guide-check there. If the checks so added exceeded the total prices finally charged for these jobs, the excess checks should be removed and restored to "Check Supply" and the white guide-checks should be removed and destroyed. As the actual costs incurred on such jobs have been de-

frayed out of the checks in that box, the price-margin on such jobs will be part of the general month's profits, as shown by the total amount of checks left in this box. At the end of the month the total checks left in "Job Prices" box will show the total profits for the month if from them there is deducted an amount which will take care of the costs yet to be incurred on jobs still in hand. For example, a job might be taken at \$25 on the 28th of the month, and by the end of the month only \$5 of direct cost may have been incurred. In the next month the completion of that job may require another \$10 of costs, so that to consider all the checks found in this box at the end of the month as actual profit would be a mistake. The month's profits can, however, be very closely approximated as follows:

Having posted all the known costs for the month on finished jobs and those so far incurred on unfinished jobs, separate the tickets for the latter and add together their total estimated costs. From this amount subtract the costs so far shown by the tickets to have been incurred. The balance will be the probable amount of costs yet to be paid on those jobs in the next month. By subtracting this amount from the total of checks remaining in "Job Prices" box, the actual profits for the month can be computed as closely as it is possible to figure them without elaborate tedious calculation.

NOTE.—In his next and final article Mr. Fast will describe the Graficount method for recording individual job costs, as well as the general monthly cost system, which does not departmentize, but aims to show each month the conditions of the shop as to labor, materials, general expense, profit and loss, capital, etc., without bookkeeping.  
—EDITOR.

#### PETERSON BUILDING—NEW HOME OF THE PETERSON LINOTYPING COMPANY.

One of the most important developments indicative of the dominating position of Chicago as a printing-trade center is offered in the Peterson Building, the new home of the Peterson Linotyping Company, which will occupy the premises at 521-537 Plymouth place, Chicago. An illustration of the building is shown herewith.

The Peterson Company expects to have the best looking printers' building in the West and has spent a good deal of money to make it so. There will be nothing in the building except the company's own plant, allied printing-trades and publishers' offices, but within the walls will be everything necessary to complete any job of printing. The building will cover an area of 150 feet frontage and 101 feet deep, and will consist of eleven stories and basement, having a total of 180,000 square feet. The construction will be of white-enameled tile and terra cotta front. The entrance will be of gray marble, with verde antique trimmings. Seven floors will be occupied by the Regan Printing House and the Peterson Linotyping Company; the remainder will be occupied by an electrotype foundry, engraver's plant and publishers' offices, making it possible to do everything in the preparation of a book or publication without going outside the building.

One-half the building is to be erected by the McCormick Estate for Mr. Peterson on a thirty-year lease; the other half will be erected and owned by Mr. Peterson himself. The first half will be ready for occupancy May 1, 1917, and the second half May 1, 1918. The Henry Erickson Company is building the caissons. The Acme Linotype Company has leased the seventh floor, and the Columbian Engraving Company the entire eleventh floor of the building.

#### LET US ALL TRY THIS SHOE ON.

The real test of our loyalty to the ideals which we, as advertising men, are glad and proud to profess, is not so much involved in living up to the standards of the division or department of advertising to which we belong, though that of itself is important.



Peterson Building—New Home of Peterson Linotyping Company.

It is measured, rather, by the manner in which we help those with whom we deal live up to the standards of *their* departmentals—the manner in which we conduct ourselves when our own purses are involved.

It is beautiful for a man to subscribe heartily to the standards of practice governing his own line, and to expect all others to do likewise. But if he is a party to a violation in some other departmental, he still has far to go.

If he be a general advertiser, he may strive to live up to the standards of his own departmental, but if he has a private arrangement with his advertising agent to "split" the agency commission with him, that is unfair to all publishers. If he, as a member of any departmental, allows a printer to submit ideas, plans, etc., then takes these to some cheap John who never gave birth to an idea in his life to have the plans executed (ineffectually, usually), for less money, he is treating the good printer in a manner in which he himself would not like to be treated.

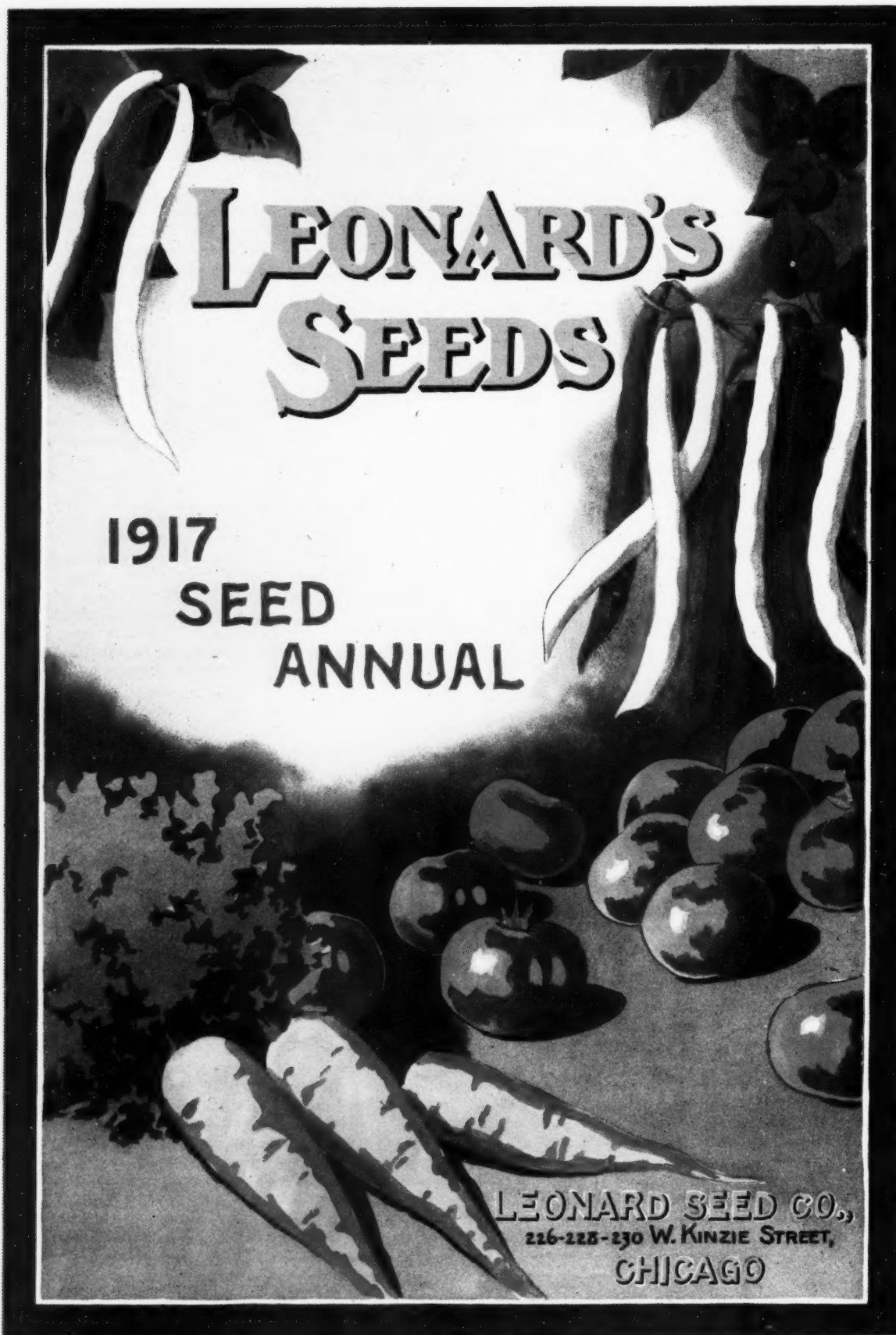
Let us all try this shoe on!—Associated Advertising.

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A fine example of Catalogue Covers reproduced by the Offset Process. Engraved and printed by Walton & Spencer Co., 1245 South State Street, Chicago. Exhibited by courtesy of Leonard Seed Co.





The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

#### Imitating a Water-Mark.

By printing from a suitable line-plate with an ink made up of zinc white and non-gloss varnish, a fair imitation of a water-mark is produced. The impression is almost invisible by surface view. A very hard tympan should be used.

#### Perforating While Printing.

(1832) A New York printing-house manager writes: "On a run of 200,000 impressions of manila blank enclosed, clear-cut perforations at head and foot are insisted upon in order that the pad may lie perfectly flat and every sheet tear off readily. Job is run two on, head to grippers, perforating-rule running lengthwise of the cylinder. Press is old and worn and about four points out of register, resulting in uneven perforations—some clear and sharp and others ragged. A description of the proper kind of tympan and make-ready to secure desired results would be highly appreciated. What can be done, short of resorting to the machinist, to improve the register of the press?"

*Answer.*—The perforating rules running parallel with the grippers will undoubtedly continue to give you trouble as long as the press does not register. There is another way the work can be done without using perforating rule in the form, and that is by having the forms doubled and fed with the numbered edge to the grippers, and by using perforating disks on the delivery reels. These can be made for you by a machinist. If your press registered properly, you could run the form four up, with the perforating rules running parallel with the bed bearers. By cutting out the rollers, it would prevent the lumps forming under the tympan by the ink and bits of paper being punched through. A brass band could be attached to the packing for each rule to impinge upon. This will save the cutting of the packing. If the bed and cylinder do not register any closer than four points it is advisable to secure the aid of a press machinist.

#### Printing On Celluloid.

(1833) A Los Angeles, California, printer writes: "Is there any way to treat the celluloid so it will take printers' ink in a thick, even coat and dry quickly? Or is there some substitute for ink that can be used on a printing-press? I wish to put small opaque letters on thin, clear white transparent celluloid for stereopticon projection. It is small work—single lines not more than inch in length and an eighth of an inch in height. I desire to find a way to get an even, clean cut, opaque print that would harden within twenty-four hours and stand considerable handling without rubbing off."

*Answer.*—The celluloid need not be treated in order to secure a legible and opaque print. Secure a suitable black ink from your inkdealer, make the form ready and print just as you would if printing on a good grade of card stock. A hard tympan is desirable. The rollers should be fairly

firm to withstand the pull of the stiff ink that will be used. Lay out the printed sheets so as not to have them offset. The ink will dry hard over night and will not rub off with ordinary handling. Try some bookbinders' black ink if nothing else is available. If it requires reducing, use a few drops of turpentine or gasoline. We have recently examined some gages printed on smooth, transparent celluloid. The printing was as clean and sharp as if printed on bristol board. The density of the blank ink used gave an opaque print which would screen the strongest light. Some printers desiring extreme density use gold size and take an offset impression, bronzing both sides of the sheet. This method, however, is employed only for stereopticon projections.

#### Ink to Print on Tracing Cloth.

(1831) A Montreal printer writes: "We are writing to inquire if you could advise us regarding a suitable ink for printing on tracing-cloth, that will not erase with gasoline. We have been unable to secure an ink that is really satisfactory for this purpose. Will thank you for any information in this matter."

*Answer.*—We believe black copying-ink will answer your purpose. Procure the heavy ink in paste form and use it with hard, smooth rollers, which should be free from oil. A final washing of rollers and plate with wood alcohol will remove all trace of grease. A hard tympan, made up of top-sheet manila with a sheet of thin press-board placed just under the upper sheet, will enable you to secure a clean, sharp print. Set the form rollers to a light bearing on the form; they may, however, bear with firmness on the vibrators.

#### Gold Ink May Be Too Stiff.

(1834) A Wisconsin pressman submits several sheets of gold seals used on confectionery packages. These are printed on black glazed paper with gold ink. As it is desired to have the open letters in the plates appear in low relief, a rather heavy impression was used. As a result, the ink is squashed. The pressman writes: "Your columns of information to pressmen have greatly interested as well as helped me, and I, therefore, wish to have you enlighten me on a little matter of importance. Am enclosing sample of gold on black glazed paper which you will note does not cover properly. It appears to absorb the ink, and I am anxious to know what ink is best to use on same. This paper, as you will notice, has a high and dull finish, and it may be possible I am using too soft an ink."

*Answer.*—Owing to the very heavy impression used it is desirable to mix your gold bronze with as little vehicle as possible. To the ink add a small amount of Japan drier such as will be furnished by your inkdealer. To further increase the density of the ink body you may add about one-fourth ounce of stiff chrome yellow ink to the pound

of gold ink. This should be well mixed into the gold. Double rolling the form will be better than to carry too much ink, as this latter evil will fill the fine lines.

#### Rollers Peel Near the Ends.

(1830) An Ohio printer writes: "I would like to know what is the matter with our fall rollers. They were ordered forty inches long, and before we put them in use we cut each end back about two and one-half inches. This we always do because the ink collects on the ends and pulls the face off the roller. After the rollers had been in use for a week the faces of the form-rollers started to peel at the

*Answer.*—The small piece of composition received appears to have the physical characteristics of a good grade. We do not know how long it was allowed to season. This operation consists of permitting the gelatine to lose, by evaporation, a part of its residual moisture. If the weather was sufficiently dry after the rollers were received from the makers, the process of seasoning could be carried on in a short time. In fact, as Mr. Hodge, of the Sam'l Bingham Company, says: "The seasoning of a composition roller, contrary to popular opinion, is not a matter of time so much as it is a matter of weather conditions. There is no rule of time by which rollers should be seasoned for three days



**COLLABORATORS ON THE LINE OF COMMUNICATION.**

Photograph by George A. Alsop, Chicago, Illinois.

All rights reserved.

ends; this face is about one-eighth inch thick. At present they have peeled about an inch and had to be cut off again. Press runs at the rate of 1,000 impressions an hour."

*Answer.*—This trouble usually occurs outside the fresh ink area of the form, generally where the fountain is cut down to the minimum, allowing no fresh supply of ink to be carried to the rollers. If a small amount of thin varnish is occasionally rubbed on the rollers outside the printing area of the form it will prevent the ink drying, and, hence, the pulling up of bits of composition from the face of the rollers. Some pressmen use vaseline for this purpose with equally good results.

A further letter from our correspondent states: "We have tried your remedies without success. Had used these remedies before with success, also have used machine oil. We were using machine oil at the time we wrote you concerning our roller trouble. I am enclosing a piece of the roller which pulled off. I would like to know if these rollers were properly seasoned and cared for or if they were faulty rollers."

or three weeks. The seasoning depends wholly upon the drying condition of the weather. In cold, dry weather, when evaporation is more or less rapid, rollers will season in a few days. When the air is saturated with all the moisture it can carry it is impossible to season a roller at all. Under such conditions a roller should be coated with a light film of ordinary machine oil, which will protect it from dampness."

#### GETTING AROUND IT.

"They say you can't square the circle."

"Well, you can do it after a fashion," said the mathematician, "just as when you go out for a walk you circle the square." — *Pittsburg Post*.

#### PREPARED.

The Plumber — Take it from me, Joe, them that doesn't believe in preparedness ain't no good on earth. By the way, ye'll have to go back to the shop for a monkey-wrench and the soldering outfit. — *Judge*.

## CLIPPINGS AND COMMENTS.

From "A Line o' Type or Two," by B. L. T., in *Chicago Tribune*.

## Editorial Note.

Owing to the fact the correspondent has been out of town on his annual vacation we give below a few items that should have went last week.—*From the Flora (Ill.) Record*.

## Cruel and Unusual.

The force of the collision threw the two men who were in the rear seat against the front seats with such force that both of them were broken off at the base.—*From the Stratford (Iowa) Courier*.

## They Got His Goat.

Someone came to my house on Thanksgiving evening and slaughtered my goat. Finding the hide on the Milwaukee & St. Paul tracks I do not think it was very nice to steal it as it was a very high priced goat and I think it was a criminal who did it and if I ever find out who did it he shall be prosecuted by the law and I do hope the guilty party reads this. ERNEST JORDAN.—*From the Spring Valley (Ill.) Gazette*.

## In a Nutshell.

A. Nutt, who lives on Hickory street, is the latest to complain to City Weights and Measures Inspector Ben J. Flood. He "kicked" regarding the sale of pecans in short weight packages.—*From the Dallas (Tex.) Times-Herald*.

"If the party from whom my St. Bernard stole a roasted turkey last Saturday night will communicate I'll settle the loss. P. E. DIGNAN.—*Tribune Personal*.

You can pay for the turkey, P. E., but you can never pay for the disappointment of those whose mouths were fixed for it.

## Perils of Nocturnal Prowling.

Wallace Weesner, while prowling around the other morning before daylight, kicked his davenport with such force as to break one of his toes. He has been wearing it in splints ever since.—*From the Marion (Ind.) Chronicle*.

## Double Tragedy.

With both ribs slashed with a razor, Anton Martin, 39 years old, was found in his home, 189 Fifteenth street, and removed to Emergency hospital. He will recover.—*Milwaukee Sentinel*.

A CORN-FED and inspired compositor on the *Iowa City Citizen* set it up "Ziegfeld's Fillies."

## Quelque Coloring, Bokoo Physique.

Both these young artists are notable in the charms of exceptional personality. Both are blondes of striking appearance and undeniable conversational attractiveness. Mrs. Williams is of the Hebe type and Miss Marsh of the Trojan Helen style of coloring and physique. Both have an immense popularity and vogue among the social set of the central west and in all social civics are intelligent factors. Their success is not alone Waterlooian but sectional.—*From the Waterloo Times-Tribune*.

## Overheard in the Orderly Room.

R. M. P. giving evidence respecting limp and bibulous absentee: "Sir, I found this 'ere objec' 'angin' over the officer's cloes line. I seen 'im wipin' 'is degraded fice viciously an' wiv malice aforethought on them there purple pyjamas you own Sir, I think. W'en arrested 'e tried to bite me an' 'e stunk 'orrid of rum."—*From an English paper published in the trenches*.

## All He Needs is a Rattle.

Mr. and Mrs. Ernest Ford are the proud parents of a 9 lb. Ford, which arrived a few days ago. It arrived in fine condition and was accepted at once. It has all of the attachments that the other Fords have.—*From the Kewanee Star-Courier*.

## This, as a Reader Observed, Dernier Made Us Cri.

The Burkley Imperial Cafe will be re-opened on Saturday, Aug. 19th. The Burkley catering system, the largest and bravest in town, will include in its organic form for the year, besides the cafe, where club meals will be featured, a Salad Kitchen,—something nouveau artistique,—and the Gothic Dining Hall,—something eternally classic,—but of all this more in due time.—*Ad. in an Iowa City paper*.

## The Life of the Party.

Before the bride and groom entered Mr. Maurice Stuart Doak, Tusculum, cousin of the bride, sang very impressively "The End of a Perfect Day."

## The Peril of Consulting a Physician.

He was brought to the physician and had a couple badly smashed fingers as the result.—*From the Hudson (Iowa) Herald*.

## Beauty Hint.

Ralph E. Lewis is having his block painted. It will be a great improvement.—*From the Plattsburg (N. Y.) Press*.

## Cruel and Unusual Injuries.

Frank Spurgeon, who was seriously injured in a fight on Third street Saturday night, is improved so that he is able to sit on his veranda.—*From the Columbus (Ind.) Republican*.

## An Ideal Candidate.

To the Voters of Iowa County: Being urged by several persons from various sections of the county to come out for the office of county clerk on the Republican ticket at the September primary, I hereby announce my name as a candidate for the nomination for the office. I have lost my left arm and have only three fingers and a piece of thumb left on my right hand. W. D. PRIDEAUX.—*From the Mineral Point (Wis.) Tribune*.

## The Shoo Industry in Saskatchewan.

The editor's garden has been blessed with numerous hens all summer, and the roof of the mouths of the whole family has been blistered from continually saying "shoo." The wife "shoos" with her apron, and we "shoo" with a stick of stove wood (if there happens to be any cut), and the kids use all kinds of things to "shoo" with.—*From the Allan Tribune*.

## BETTER AUTHORITY.

"It was Shakespeare, wasn't it, who said, 'Sweet are the uses of adversity'?"

"Shakespeare may have said it originally, but I heard it from a lawyer who had pocketed sixty-five per cent of an estate."—*Boston Transcript*.

## AS IT'S DONE NOW.

"Professor, I want to take up international law. What course of study would you recommend?"

"Constant target practice."—*Louisville Courier-Journal*.



## CARL S. JUNGE AND OUR JANUARY COVER-DESIGN.

BY A. H. M.



IN art there are meanings of various kinds. Sometimes the meaning is simply a riot of the imagination in line, form and color—simply that and no more. The beholder can sympathize with the artist's idea or he may let his own imagination play with the artist's creation, just as a child picks out pictures from a decorative wall-paper as he lies in his cot of mornings. Carl S. Junge presents another phase of art in the cover-design for this month. It tells a story. This is what appeals to a great many persons, who may possibly learn later that line and form and color



Carl S. Junge.

for themselves have a place, and a higher place in many respects, because untrammelled by the necessity of talking down to the owner of a mind that only knows by contacts.

Mr. Junge, however, has the rare faculty of meeting the ideal and the practical and joining them in his creations. His "Gilliat," which appeared in these pages some years ago, epitomized the story of a great renunciation. An artist who received the spirit of Victor Hugo's conception of the heights to which the human soul can reach while still in its clay, makes his art a noble thing.

In an introduction to the beautiful volume presenting a collection of Mr. Junge's original book-plates, Zella Allen Dixson, A.M., L.H.D., analyzes Mr. Junge's ideas in this phase of art:

"Men and women to-day are finding in the making of book-plates a serious business in life. There are always new inspirations and new interpretations. Among these I have been especially interested in the work of Mr. Carl S. Junge, of Oak Park, Illinois. His artistic work has received many commendations. It has been first seen by collectors through the exhibitions of the Chicago Art Institute. When one knows the high standards of that difficult jury, they realize that such work bears the stamp of strong artistic

values. The field of Mr. Junge's designs is the decorative pictorial, preferably the modern period. His plates all show good draftsmanship, a trait not always found among those who have occupied this field of art effort. We find a balance in his plates, a careful arrangement of its parts, and an evidence of ability to handle the various themes of his plates.

"In looking over a collection of his designs, it is easy to see the scope of his work. There is a long range of treatment from the bold lines of the plate for Lewis Clifford Fiske, insisting on his ownership to the book he holds by pointing to its book-plate, to the dainty imaginary details of the plate he has made for Frederick Ward. Mr. Ward is a Manx Man, devoted to the Isle of Man. There is a great variety in these designs, but all showing dignified treatment, essential strength of line and reserve power. Here is one artist who has not failed to remember that the book-plate, being the symbol of a personality, a label of ownership, must suggest some detail of life. Sometimes this is nationality and favorite books, or place and achievements in the world.

"The design representing Donald Mackenzie is a good illustration of the manner of making this human appeal. Here we see the Scotch plaids, the Scotch thistle for lineage and country, while the sitting figure gazing on the lovely environment of Dryburgh Abbey would suggest a fondness for the novels of Sir Walter Scott, or a race pride in his literary attainments. Literary preferences are indicated in still another way in the book-plate made for Leo F. Fagan. Here the names of his favorite authors are part of the border decoration. 'As a man thinketh in his heart, so is he,' will be the key with which to unlock this man's personality. A favorite manner of stating individuality in this field of art is through the play on the names. This type is known as the *punning* plate. Many well-known persons use this form. Egerton Castle has a plate representing an ancient castle with its owner in full armor. Stafford Brooks uses an alluring English scene, showing the stop-bench with a traveler resting after crossing the brook. Mr. Junge also uses this type in his designs. The plate made for Rose Reade shows a literary interior, and by the window sits a young girl with her face buried in her book, reading."

The February cover will be a presentation of Mr. Junge's work in which no story is told, but in which color and a bold and vigorous draftsmanship is adequately reproduced by the Walton-Spencer Company, whose work on these covers for the past twelve months has earned critical approval.

## THE LINOTYPYER'S LOVE SONG.

BY CLIFFORD FRANKLIN GESLER.

The printing-shop is dirty and hot  
And the fumes are thick from the melting-pot,  
And my soul is worn and frayed,  
As over the board I bend and lean  
To strike the keys of the mad machine  
That Mergenthaler made;  
But my weary memory dearly holds  
A picture ever the same,  
And ever the molten metal molds  
The letters of your name!

The copy flows in an endless stream,  
But the curling steam holds a whirling dream,  
As I juggle the mats, and space;  
For I seem to see, in the clustered keys,  
Your hair blown fair in the cooling breeze  
Of a happier time and place;  
And my tired eyes meet, with a rapture sweet,  
Where the copy-rack and the keyboard meet,  
The outlines of your face!





This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

#### New Edition of the "American Manual of Presswork."

A new and revised edition of the "American Manual of Presswork" has been issued by the Oswald Publishing Company. This new volume contains over one hundred line plates, many full-page plates in color, as well as specimen pages in machine photogravure and by the offset process. Antique stock is used for the letterpress pages.

The thirty-two chapters treat of the following subjects: Development of the printing-press, printing-presses in America 1885-1916, cylinder presses, platen presses, making ready, make-ready of vignetted half-tones, printing-inks, color harmony, color mixing, three-color presswork, how to mix tints, aniline colors in relation to printing-ink pigments, hints on use of color, printers' rollers, embossing, thoughts on register, the importance of the paper-cutting machine, the economical cutting of paper, paper-feeding machines and their operation, what pressmen should know about imposition, hints for the platen-press apprentice, system in a large pressroom, shift forms, static electricity in the pressroom, motor equipment for printing-presses, individual motor drive, waste in electrical equipment, the dynamic brake a bad financial leak, the pressman and the paper problem, variable-speed gas engines for web-press drive, pressroom accessories, what pressmen have discovered, and rotary web presswork.

The chapter on rotary web presswork is especially instructive. It treats all the various phases of rotary presswork, including multi and wet color printing and rotary gravure work.

The volume is not the work of one author, but presents the combined efforts of experts in the various departments. One chapter alone, "What Pressmen Have Discovered," fully fits the old-time phrase, "a mine of information." Although the work has been enlarged, the price has not been increased. It sells for \$4 a copy, plus 35 cents for postage and packing. It may be secured through The Inland Printer Company.

#### "Training for the Newspaper Trade."

"What does a newspaper career hold out to young men in the way of interest and advantage? This can be answered generally: It offers an education greater than any college or university can afford; it puts them in close touch with the great affairs of the universe; it makes them broad-minded and rouses an intellectual activity not inspired in any other profession or trade.

"The newspaper is the mirror of modern life in which all phases of thought and activity are reflected. To become competent in the employ of a newspaper means that a man must educate himself in advance of the rest of the world, in order that he may elucidate and exploit the happenings of the day intelligently. Unlike education as it is provided

in schools and colleges, this learning is picked up automatically under pressure. If the youth is fitted to become a newspaper worker he absorbs ideas and intelligence with his day's work; he becomes thoroughly grounded in the widest possible range of knowledge, until his mind shows radioactivity."

Thus read the first two paragraphs of "Training for the Newspaper Trade," by Don C. Seitz, business manager of the *New York World*, and the truth contained in these statements is far greater than may at first appear to the casual reader. What other vocation brings the intimate touch with the community that is the privilege of the newspaper worker? What other vocation gives better opportunity to gain knowledge of world events? And, we may also ask, in what other field of endeavor does greater responsibility rest upon workers? The great part that the newspaper plays in forming opinions and in the general development of the community demands a degree of intelligence and accuracy required in few other callings.

Mr. Seitz writes out of a well rounded experience, and his descriptions of the various departments making up a modern newspaper office should prove of great assistance to those who contemplate a newspaper career. It will also be read with great interest and profit by those who are well advanced in the work. In the closing chapter, under the title "The Country Paper," Mr. Seitz gives a few pages of good sound advice that might well be heeded by many small-town newspaper publishers.

"Training for the Newspaper Trade," by Don C. Seitz. Published by J. B. Lippincott Company, Philadelphia, as one of the Lippincott's training series "for those who want to find themselves." Price \$1.25, postage 10 cents extra. May be secured through The Inland Printer Company.

#### "Historical Sketch of the Government Printing-Office."

The immense printing-plant maintained by Uncle Sam at Washington has been a source of great interest to almost every one connected with the printing industry and to many others. The actual size of the plant, however, is not generally realized by those who have not had the privilege of a personal visit; nor is the amount of work done. The historical sketch compiled and edited by J. A. Huston, of the proof section, will, therefore, find a great number of interested readers. In his foreword, Mr. Huston states: "Many events have transpired in the 'big shop' since the days of '61, but only those incidents which appeared to be important have been set down, as the book is not large enough to contain an exhaustive record. It is not in any sense an official history of the Government Printing-Office, but is intended principally to acquaint the reader with the extensive establishment now engaged in doing the public printing and publishing for the United States and how it

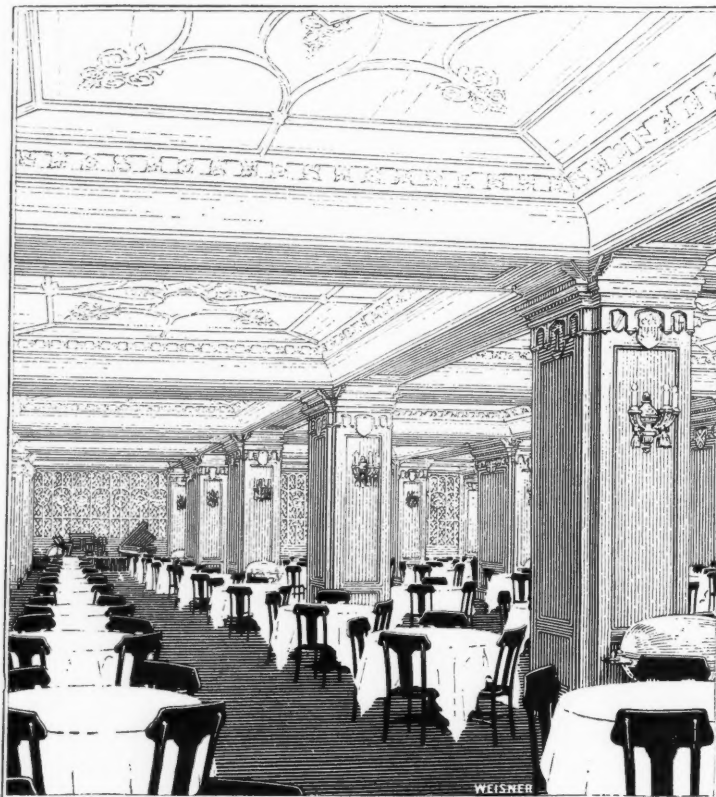
gradually reached its present stupendous output and high degree of efficiency."

Figures mean little to the average reader, but some idea of the size of the plant may be gained from the following: "The original building fully equipped in 1861 cost \$135,000; the present structure cost \$2,410,000, and its equipment about as much more. It costs about \$6,500,000 to conduct the office, as the working force alone has increased from 300 to almost 5,000.

"During the last year 54,617 jackets were written, 30,000 pieces of jobwork completed, 2,002,000,000 ems of

there are seventy-six in use. The force employed in this section includes 154 employees on the day shift and 133 at night, a total of 287.

What is referred to as "The World's Biggest Machine Battery," the monotype section, consists of 126 casting-machines and 100 keyboards, producing almost two-thirds of the matter set and also supplying all the type used for hand composition. This section, including the keyboard, casting and assembling rooms, is the largest division in the office, the day and night forces comprising a total of 440 employees.



### Interior Rendering Emphasizing Beauty of Detail and Ensemble

Drawing by Walter A. Weisner, lettering by Lawrence L. Schall, Chicago.

type set, 1,119,000 galleys of type read and revised, 12,616,000 square inches of electrotyping and stereotyping work accomplished, 995,000,000 chargeable impressions of presswork turned out, 154,000,000 sheets folded, 106,000,000 signatures gathered and 97,000,000 sewed, 32,000,000 copies wire-stitched, and 24,000,000 sheets ruled."

References are made to the various divisions, and half-tone reproductions of photographs in each division are shown. Space prohibits a review of each section, but the immensity of those devoted to machine composition demands brief notice here.

Starting in the spring of 1904 with an initial order of thirty linotype machines, three having previously been in use for a short time in the jobroom as an experiment, additions have been made from time to time, until at present

#### SOME SMART STUFF.

A story is told of a printer who supplied a customer with a quantity of bill-heads. The price charged for the job was so absurdly inadequate that a fellow printer in another city who learned of the incident was emboldened to ask questions.

"Why," he said, "your price wouldn't pay for the stock, let alone the printing of it."

"Well," replied the printer, "since you think you know so much, let me tell you something. The stock cost nothing—it was dead stock which I had on hand for two years. Neither did the composition cost me anything, for my daughter did it. So you see you are not so gol-darned smart, after all."—*Ben Franklin Witness.*



## OBITUARY

### Charles E. Alling.

Charles E. Alling, of the Rochester Division of the Alling & Cory Company, passed away on Wednesday, November 8, after an illness of only two or three days. He was born on August 21, 1844. Nearly sixty years ago he acted as errand-boy for the company for several summers, under the guidance of William Alling, the father of the present president of the company. In 1878 he became a permanent member of the organization, and for many years was one of the most efficient salesmen on the road. He kept his interest and active participation in the affairs of the company until the very last. His uniform courtesy, kindness of disposition, and the cordial and friendly way in which he used his knowledge of the paper industry to serve all with whom he sought to do business, won a wide circle of friends, and his passing is mourned by all.

### Henry J. Anderson.

The printing fraternity of Cincinnati, Ohio, lost one of its strongest supporters in the sudden death on Monday evening, December 4, of Henry J. Anderson. Through his sterling character, his kindness and fairness to every one with whom he had dealings of any nature, he had gained a high place in the respect and affection of all with whom he came in contact, especially his employees, many of whom have been associated with him for over thirty years.

Mr. Anderson was born in Liverpool, England, in 1847, and when a boy fifteen years of age he came to this country with his mother and two brothers. He settled in Cincinnati, where he learned the printing-trade, becoming a most competent and practical man in his line of business and being considered an expert pressman. He was employed by The Enquirer Job Printing Company thirty years ago, as foreman of the pressroom, and his employer soon recognized his ability and made him manager of the plant, which position he held for several years. Later

he bought the controlling interest in the concern, which, with his never-tiring energy, he soon built up to what is now considered one of the most modern show-printing houses of this country, occupying part of the large six-story concrete factory building, which he built six years ago on East Sixth street.

Mr. Anderson is survived by his widow, a son, Harry C. Anderson, Jr., and one daughter, Mrs. William Harig, of Cincinnati, Ohio.

### Martin Young.

Printing circles of Cincinnati, Ohio, suffered another great loss on Wednesday, December 6, in the death of Martin Young, who for many years has been known throughout the Middle West as one of the most expert of master bookbinders and printers of ruled blank-books. Mr. Young had been associated with the Chatfield & Woods Paper Company for twenty-three years, and had been in the book-binding business practically all his life. He at all times took a keen interest in improving methods and increasing efficiency, and was exceptionally well informed on modern shop methods and on cost accounting in its application to the bookbinding and printing trades. He was held in great respect by his employees and business associates, and his passing is mourned by all. He is survived by his widow, a daughter, and a son.

### Andrew J. Wegman.

Andrew J. Wegman, president of the Wegman-Walsh Press, of Rochester, New York, died Thursday night, November 9, at his residence, 175 Dartmouth street. Mr. Wegman's connection with the printing business may be traced back for probably fifty years. He learned the trade when a youth, and in his early manhood entered the ranks of the employers. One of the prosperous printing-firms of Rochester thirty years ago was Clague & Wegman. Since that firm was dissolved Mr. Wegman had been in the printing business in various connec-

tions, and at the time of his death was associated with E. J. Walsh in the Wegman-Walsh Press.

His bearing and the courtesy that marked his relations with all with whom he came in contact made Mr. Wegman a man somewhat out of the ordinary. He was a good talker, a good listener, an interesting companion, probably well described by the use of the term, "a gentleman of the old school."

His funeral, held Monday morning, November 13, from the Blessed Sacrament Church, of which he had been a member for many years, was well attended by the members of the Typothetæ and other printers of the city. Interment at Holy Sepulchre Cemetery.

### ANNUAL REPORT OF MERGENTHALER LINOTYPE COMPANY.

The copy of the reports presented at the annual meeting of the stockholders of the Mergenthaler Linotype Company, held on November 15, 1916, contains interesting statistics regarding the business of the company for the past year. In his report, President Philip T. Dodge stated: "During the year there has been a marked revival in the printing industry of the United States, and a substantial increase in the volume of your company's business, and its earnings, as compared with the preceding year. The net gain for the year, after making reasonable allowance for depreciation, was \$1,898,200.22, an increase of \$431,185.10 over the preceding year. Net orders were received for 2,312 machines, the greatest number in the history of the company. There were shipped, on sale, 1,976 machines, an increase of 571 over the preceding year; in addition to which a number of machines were loaned for educational and other special purposes. To date more than 21,000 machines have been built in the Brooklyn shops alone. To these must be added several hundred built in Baltimore and thousands built in Europe."



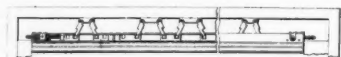
# RECENT PATENTS

SUMMARIZED BY ALBERT SCHEIBLE, M.E.

At first glance, the patents summarized for this issue by a well known Chicago patent attorney would seem to imply an unusual activity along the line of folding and inserting machines. However, the filing dates of patents issued at about the same time may vary by a number of years, hence it would be unfair to draw inferences merely from the simultaneous issuing of any group of patents. The numbers in each instance, unless otherwise noted, are those of United States patents.—The Editor.

## Printer's Quoin.

A guideway butting against the type-form carries blocks which can be moved by a screw and which are connected by inclined links to thrust-blocks engaging the adjacent side of



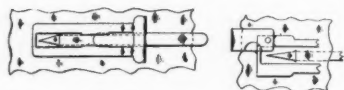
the chase, so that a turning of the screw tilts the links and wedges the quoin in position. George F. Woehler, Cincinnati, Ohio. Patent No. 1,201,538.

## Overlay or Make-Ready.

A granular resinous material, like colophony, is spread on a thin, non-absorbent sheet, and this material is fixed by the viscous ink in proportion to the density of the ink at the various parts of the sheet. After brushing off any surplus granular material, the interstices are filled with pumice or chalk, and the prepared sheet is calendered or pressed without heat or moisture. British patent No. 101,121.

## Printing-Press Gage.

In this gage, Edward L. McGill, of Brooklyn, New York, aims to strengthen the grip on the tympan-sheet and to protect the operator's fingers from accidental puncture when



bringing the point of the prong up through the tympan-sheet. Patent No. 1,201,846.

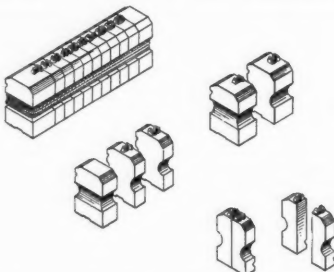
## Imitating Paint-Brush Marks.

Plates or blocks for impressing brush-marks on printed reproductions of paintings are made by coating the painting or a prepared copy with a protective film of Canada balsam and producing a negative copy of the sur-

face by electro-deposition or by spraying metal. The negative is backed with lead, and is used for embossing the reproduction. British patent No. 8,962 to M. Rosenthal, of Schoeneberg, Germany.

## Type for Columns of Figures.

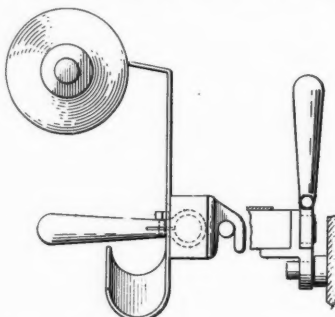
The types have grooves on both sides, so that they may be arranged in columns and tied together with a string as shown in our illustration,



and may also be made in halves with grooves at one side only. Patent No. 1,201,517, assigned by William H. Smith to Smith & Marsh, Inc., Los Angeles, California.

## Scraper for Printing-Rollers.

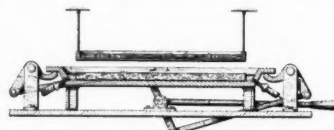
The scraper designed by Jacob Kaiser, of Brooklyn, New York, has



a lower portion forming a gutter for discharging the ink and oil into a conveniently placed receptacle. Patent No. 1,201,971.

## Backing Electrotypes.

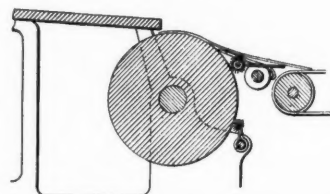
To hasten the cooling of the backing on an electrotype, Thomas Webster, of New York city, lowers the



backing pan upon an absorbent pad projecting from a pan through which water flows continuously. Patent No. 1,202,933.

## Removing Static Electricity.

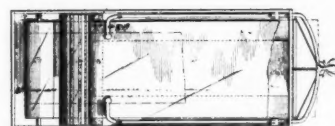
For effectively removing static charges from sheets, Pietro Martucci, of Philadelphia, employs rods wrapped



with tinsel, thus forming metallic brushes which contact with the paper at a large number of points. Patent No. 1,203,030.

## Wrapping-Paper Printer.

A rotatable platen imprints an advertisement on the paper when this is drawn off the roll. Patented by Mar-

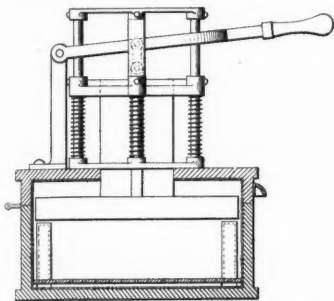


tin Soldati, A. M. Alvares and J. M. Alvares, all of Willows, California. Patent No. 1,201,375.



**Plate-Etching Apparatus.**

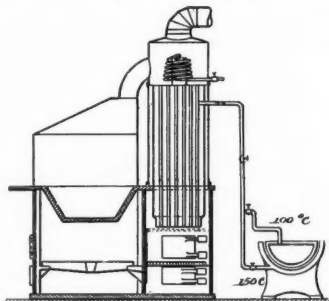
By raising and lowering a lever the plate is repeatedly dipped into an etching fluid which is agitated by com-



pressed air entering the fluid through a perforated plate in the bottom of the tank. Patent No. 1,203,802, assigned by J. J. C. Smith to Paul M. Hamalian, of Hackensack, New Jersey.

**Making Stereotype Plates.**

Instead of depending on water or the like for cooling the back of a curved stereotype plate after this is cast, Carl Winkler, of Bern, Switzer-



land, heats the back-forming part of the mold to a lower temperature than the part which forms the matrix. This may be done by using steam and throttling the supply used for heating part of the mold. Patent No. 1,204,107.

**Perforator for Printing-Presses.**

A comb-like perforating blade springs back into a shield when the imprinting pressure is released, and



the shield prevents the perforated paper from catching on the blade. William H. Thompson, of Memphis, Tennessee. Patent No. 1,203,436.

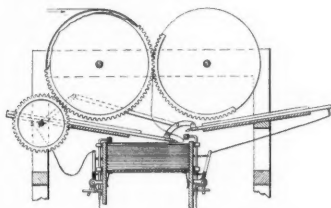
**Printing-Ink.**

Greater ease of working and the ability to imprint more sheets in half-tone work before the plates require cleaning, are claimed by Edward G.

Acheson, of New York, for an ink in which part of the carbon is deflocculated or capable of remaining suspended in water. Patent No. 1,201,994.

**Zigzag Folding-Machines.**

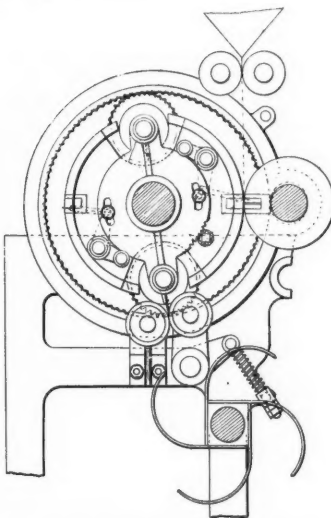
A simple machine producing alternately opposite folds by means of opposed slides, thereby forming a "fan fold" suitable for sales sheets or the



like which require carbon paper between successive folds. Patent No. 1,203,722, assigned by George L. Fulk to the Postal Supply and Manufacturing Company, of Cleveland, Ohio.

**Rotary Folding-Mechanism.**

A folder for high-speed operation on web presses, in which the folding is done by blades adjustably mounted in a folding-cylinder, the blades being so



mounted that they can be adjusted simultaneously. Patent No. 1,203,464, assigned by H. F. Bechman to the Duplex Printing Press Company, of Battle Creek, Michigan.

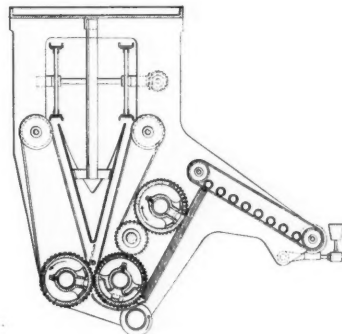
**Printing-Composition.**

Instead of changing inks when printing on materials of widely different colors, such as various leathers, Fred A. Putnam, of Melrose, Massachusetts, uses two coloring ingredients in the same composition, as, for example, a metallic and an anilin ingredient of

contrasting colors. These ingredients are both mixed with a gummy substance cut or digested in oil, thereby producing an ink which will make a light impression on dark goods and a dark impression on light goods. Patent No. 1,203,779.

**Rotary Assembling-Machine.**

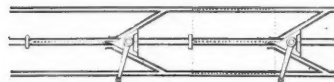
In this machine, designed for rapidly assembling the sections of a Sunday newspaper, two rotating suckers act upon the opposite folds of one sec-



tion so as to open this before dropping it over the other assembled sections. Patented by W. G. Slauson, of Painesville, Ohio, and W. W. MacFarren, of Pittsburgh. Patent No. 1,202,908.

**Signature-Insetting Machine.**

The signature is fed in an upright position, with the fold at its lower edge, and one upper corner is buckled outwardly so that the signature can be



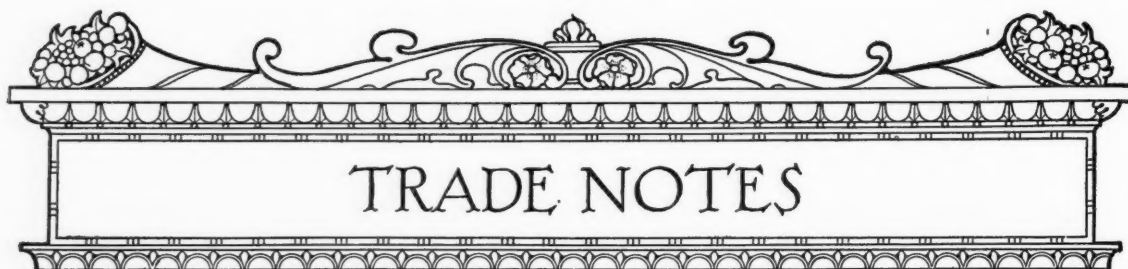
spread while passing along guides which open it up for inserting the inset. Patent No. 1,202,809, assigned by C. D. Curry, of Massillon, Ohio, to the American Assembling Machine Company.

**Lithographic Plate.**

A more permanent plate, one not spoiled by allowing ink to dry on it, and one that can be rapidly etched by applying a strong solution to its entire surface, is claimed in Patent No. 1,203,-



770, assigned by S. A. Neidich to the American Multigraph Company, of Cleveland. A zinc plate is first grained, then etched over its entire surface, and finally gummed over its entire face with a solution of gum arabic containing emulsified carnauba wax.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

#### **Acme Paper Company.**

The Hagen Paper Company, of St. Louis, Missouri, has announced that its name has been changed and that it will hereafter be known as the Acme Paper Company. The officers and directors of the company are Frank J. Wright, president; J. B. Birkner, vice-president; A. N. Lay, treasurer; E. C. Gerlach, secretary; F. P. Meyer, Frank Feuerbacher, George Lay, Walter Feuerbacher and A. L. Perkins.

#### **Lanston Monotype Company's Good Showing.**

At a meeting of the Board of Directors of the Lanston Monotype Machine Company, held Tuesday, December 5, 1916, the president reported that the business of the company for the first nine months of the fiscal year showed a very remarkable increase, that the domestic sales of monotypes had increased nearly seventy-five per cent, and that the profits for the nine months were at the rate of twelve per cent.

#### **The Taylor Registering Projector.**

Arthur K. Taylor, the inventor and manufacturer of the Taylor Registering projector, advises us that after eighteen and one-half years' identification with The Lord Baltimore Press, of Baltimore, Maryland, he will, beginning with the first of January, devote all of his attention to his registering projector. He is now incorporating a company under the laws of the State of Maryland, to be known as The Taylor Registering Projector Company.

#### **The "Lightning" Automatic Numbering-Machine.**

From the Osborn Manufacturing and Novelty Company, 105-107 Chambers street, New York, comes a circular announcing the "Lightning" automatic hand numbering-machine, and also a name-plate dater and a line dater, all of which are of metal and

self-inking. The numbering-machine, the company states, is a modern machine, absolutely accurate and mechanically perfect, with all three movements—consecutive, repeat and duplicate numbering. It has six wheels, numbering from 1 to 999,999.

#### **Hand-Lettered Effects in Type-Work.**

Barnhart Brothers & Spindler, Chicago, Illinois, have just issued a new pamphlet showing their Pencraft Type Family in series and in practical every-day work. The specimens are especially interesting as examples of job and advertisement composition, and, as the type presents a hand-lettered effect, are quite distinctive in appearance. A copy of this pamphlet may be secured by addressing any of that firm's distributing houses, and we would advise prompt attention to this, for the pamphlet is sure to enjoy a wide distribution because of its character, and the supply might become exhausted.

#### **Waldorf Paper Products Company.**

Announcement has been made to the effect that the organization of the Waldorf Paper Products Company, with an authorized capital stock of \$1,350,000, is practically completed. This organization will bring together the Waldorf Box Board Company, The H. L. Collins Company and the American Paper Stock Company, all of St. Paul, Minnesota. Large additions to the combined plant are planned for the coming year, and it is expected that the new company will give work to from fifty to one hundred additional persons. The H. L. Collins Company was organized fifteen years ago. It has a complete printing-plant, including bindery, engraving and electrotyping departments, and does an extensive business in the manufacture of boxes, cartons, fiber shipping-cases and other containers. The Waldorf Box Board Company has been doing business for the past eight years, and the American Paper Stock Company was incorporated five years ago.

#### **R. W. Hartnett Company in New Building.**

Owing to the great increase in its business, the R. W. Hartnett Company, dealer in printers' supplies, found it necessary to seek larger quarters and has leased the entire first floor of the three buildings at 402, 404 and 406 Race street, Philadelphia, and expects to move into its new home about January 1. The company is one of the leading firms engaged in the printers' supply business in Philadelphia, and has earned an enviable reputation. The officers of the company are R. M. Sullivan, president; William Seibert, treasurer; J. R. Kretzing, secretary, and H. M. Fenton, vice-president.

#### **Wisconsin Printers and Publishers to Push Cost-Accounting Campaign.**

The Executive Committee of the Wisconsin Federated Printing and Press Associations, at its meeting at the University of Wisconsin on November 15, 1916, decided to push more vigorously the campaign for the installation of the Wisconsin cost-accounting system in the country-newspaper and job-printing plants of the State. The work in this direction, which was begun during December, 1915, with the appointment of Robert G. Lee as field man in charge of the installations, has already resulted in the adoption of cost-finding methods by twenty printers and publishers in the State. The cost-accounting field man is provided by the Extension Division of the University of Wisconsin, and his work is carried on in coöperation with the Department of Journalism and the Federated Associations.

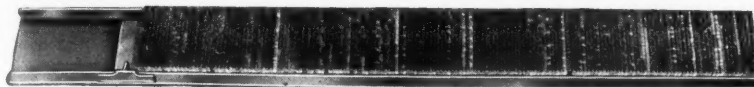
Prof. Willard G. Bleyer, of the Department of Journalism at the University, was reelected chairman of the Executive Committee of the Federated Printing and Press Associations, and Frank W. Cantwell was reelected treasurer. The members recently chosen for the current year are H. L.

Hoard, Ft. Atkinson, and F. W. Coon, Edgerton, representing the Wisconsin Press Association; W. T. Evjue, Madison, and E. C. Jones, Portage, of the Wisconsin Daily League; F. W. Cantwell and F. C. Blied, Madison, of the Wisconsin Franklin Club.

#### **Additions to Force of Cleveland Folding Machine Company.**

The Cleveland Folding Machine Company has announced two new additions to its sales force. James J. Vance, formerly secretary of the Ben Franklin Club of Cincinnati and pre-

The growth of the company has been remarkable, being organized in 1857 as R. Hoskins & Co., on Spring Garden street, with four employees. In 1863, as William H. Hoskins & Co., the business was moved to 21 South Fourth street. Several other moves were necessitated by the constant growth of the company, and in 1900 the present quarters at 904-906 Chestnut street were secured. The officers of the company are Charles H. Marshall, president; Ernest L. Tustin, vice-president and treasurer; Frank R. Welsh, secretary; Charles R. Hoskins, assistant



Showing the New Challenge Galley with Type and Galley Lock in Place.

viously connected with the company, has reentered the sales organization. Fred W. Snyder, who was formerly connected with the New York office of the Seybold Machinery Company and later was in charge of the Chicago office of the United Printing Machinery Company, is the other addition. Both men are well versed in the requirements of the printing-office and will be able to render valuable service to the company and its customers.

#### **William H. Hoskins Company Increases Space.**

Negotiations have been completed by the William H. Hoskins Company, of Philadelphia, for the addition to its present building of the large one adjoining. All details of the lease have been arranged and the work of making the necessary alterations will be begun at once. The two buildings will be thrown into one great establishment, adding a large amount of floor space to the present quarters, and with the modern features to be added for the convenience of both the public and the employees the company will have one of the most complete buildings devoted to the making of business and social stationery and engraving, gifts, office equipment and printing that skill and ingenuity can produce.

The company had become sorely taxed for room in the old building, and the removal of the occupants of the one adjoining came in the nature almost of a godsend, as it provided the desired room in the best and most convenient way. All departments will be enlarged and improved with the additional space, but a large portion of the new building will be used for a marked extension of the office furniture and equipment department.

treasurer. In addition to these officers the board of directors includes ex-Mayor John Weaver and William H. Clark, president of the Quaker City National Bank.

#### **New Labor-Saving Galleys for Newspaper Work.**

An announcement of particular interest to owners of newspaper plants has been issued by The Challenge Machinery Company, of Grand Haven, Michigan, stating that two new sizes of the well-known Challenge "beaded" edge," pressed steel and galvano steel galleys have just been placed on the market for newspaper work. One of these galleys is a single-column, thirteen picas plus one point wide; the other is a double-column, twenty-six picas plus eight points wide, inside measurements. It will readily be seen that with these new sizes the customary side-lock can be dispensed with. All that is required is a single or double column Challenge galley lock, which is snapped into place at the foot of the column, securely locking the contents for proving. The slight clearance provided is ample for dumping type or slug lines into the galley, yet is not sufficient to permit the end letters of type-lines to fall over or become displaced. When making up, it is unnecessary to prop up these galleys on one side to prevent the contents becoming pied. On account of their narrow width they are convenient to handle, and occupy less space on the make-up table or stone.

The company states that it will be glad to mail a free single-column sample complete with one of the galley locks to established printers making request.

#### **Aigrette Enamel—An Excellent Paper for Half-Tone Printing.**

A man's fitness for the job he holds is judged by the efficiency of his efforts. Paper should be judged according to the same standard. Coated paper was made to meet the need for a surface to make printing from half-tones possible. How well Aigrette Enameled Book, manufactured by The Champion Coated Paper Company, Hamilton, Ohio, succeeds in its mission in the printing world is shown in a handsome pamphlet just issued by that company. In that pamphlet half-tones are printed in black, in black with tint backgrounds, and in three and more colors, with results which are decidedly pleasing to one who admires bright, snappy half-tone printing. It seems to us that nothing is left to be desired by printers of fine catalogues, for, in shade, finish and appearance, Aigrette appears to combine all the good qualities of an ideal coated paper. That the price is reasonable in spite of the high quality of the paper is indicated by the closing sentence of the introductory page, which reads as follows: "Handsome printed work is expensive. Aigrette increases the attractiveness of your catalogue without increasing the cost." It would be wise for those printers who use coated paper to write the manufacturers for this fine sample-book.

#### **Franklin Division, Franklin-Typothetæ of Chicago, Holds Annual Meeting.**

The annual meeting of the Franklin Division of the Franklin-Typothetæ of Chicago was held on Thursday, December 14, in the Clubroom of the Fort Dearborn Hotel. This meeting was scheduled to be held during September, but as there were various matters pending, among them being negotiations with the various unions, it was considered advisable to postpone the meeting until these matters were closed. Reports of committees were read, all bearing evidence of the fact that the officers and members have had an extremely busy year. Of especial interest was the report of the Scale Committee, showing the successful conclusion of the negotiations with the unions, contracts being signed granting increases, concessions being made by both sides which augur well for harmonious relations for the future.

The election of officers for the division resulted in E. F. Hamm, of the Blakely Printing Company, being chosen for chairman, and Daniel



Boyle, of The Henry O. Shepard Company, vice-chairman. A rising vote of thanks and appreciation was tendered J. W. Hastie, the retiring chairman, for his untiring devotion to the work of the division during the many years he has been at its head. Previous to the amalgamation of the employers' organizations into the Franklin-Typothetæ of Chicago, the Franklin Division was known as the Employing Printers' Association of Chicago, Mr. Hastie holding the office of president of that organization for about eight years.

#### Goss Company Completes Large Shipment of Presses to France.

In these stirring times, when so much of the available supply of metal being shipped across the water is being used for the destruction of human lives, it is of great interest to learn that not a little is being sent there for other purposes—for constructive purposes. European countries have called upon American manufacturers for machines of all kinds, and the demand for printing machinery has been great.

One of the largest shipments brought to our attention thus far is that just recently completed by The Goss Printing Press Company, the main office and works of which are at Sixteenth street and Ashland avenue, Chicago. This shipment consisted of ten Goss high-speed quadruple presses for *Le Petit Parisien*, of Paris, France—a battery of presses having a combined capacity of 720,000 four, six or eight page papers an hour. In an interview with a representative of THE INLAND PRINTER, Mr. G. C. Abbott, of the Goss Company, stated: "It is interesting to know that at the present time Paris is printing practically all of the daily papers used in France. All of the nine papers of any size in Paris have had their circulations stretched to the very limit. We are informed that *Le Petit Parisien* never has a daily circulation of less than 2,500,000 copies. This will account for the question that many publishers would raise as to just what one newspaper would do with ten huge machines such as those we have shipped."

Aside from the ten presses mentioned, the company has built, since

the war started, two other large machines for *La Matin*, of Paris; two for the *London Times*, and two for the *London Mirror*.

#### A Remarkable Cutting-Machine.

The accompanying illustration, showing the knife-bar of the giant paper-mill automatic rapid-production cutting-machine, recently constructed

—meaning a much closer degree of accuracy than can be measured with a micrometer reading to thousandths of an inch; a convenience of arrangement of all the operating mechanisms and adjustments, as well as special labor-saving devices, that would enable the operator to handle the huge machine and the work with the greatest comfort and least fatigue, and at the highest speed; a series of safety devices to protect the operator against accident, including the Oswego solid throw-out knocker, automatic brake, automatic knife-bar upward counter-balance, and the automatic safety steel lock stop bolt. In addition, the motions of clamping, cutting, moving the work, stopping and braking, were required to be all automatic, and the clamping pressures variable from a few pounds up to as high as several tons.

#### Graphic Arts Division, Minneapolis Advertising Forum.

Members and friends of the Minneapolis Advertising Forum to the number of one hundred and eighty were the guests of the Graphic Arts Division at a dinner on Tuesday evening, November 21. Following the dinner a splendid program was rendered, one of the principal features being "Put Yourself in His Place," a farce with a purpose, written by Frederic Kammann, Jr., of the Byron Printing Company. The members of the division had promised their guests "twenty-two laughs per minute," and that they lived up to their promise was attested by all. The scene was the office of the S. T. Mate Printing Company, "a modern shop of graphic art where brains, skill and workmanship combine to create advertising of the selling kind." The cast of characters was as follows: Mr. S. T. Mate, a printer, Fred J. Scott; Mr. I. Carey Corona, advertising man, Frederic Kammann, Jr.; Mr. Biglow Price, salesman of printing, Charles W. Hittleman; Al. I. Bye, foreman, Gilbert L. Byron; Adam Nuzence, pressman, J. J. Huebscher; Mr. Redden Black, ink salesman, Harry S. Thompson; Mr. Waxim Pression, electrotypist, Harry S. Hodges; Mr. Dekle Hedges, paper salesman, Edward A. McAfee; Mr. Crowquill Higgins, an artist, Tod Hart; Mr. Ben Day, engraver's salesman, Clifford S. Duff; Lucy Keys, stenographer, A. Rooney; Mae B.

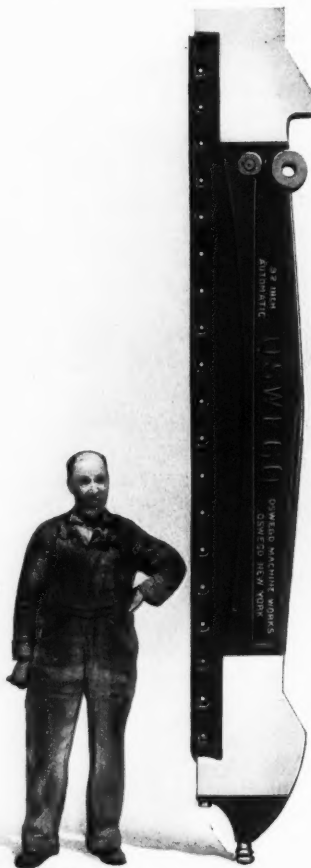


Fig. 823

Knife-Bar of the 92-Inch Oswego Cutter.

by the Oswego Machine Works, of Oswego, New York, is evidence of the fact that the company is fully justified in being proud of its accomplishment—the largest cutting-machine ever built at the Oswego works, and possibly the largest machine of its kind ever constructed either in the United States or Europe.

In a circular—No. 823—under the title, "A Problem and Its Accomplishment," the company sets forth the requirements for the operation of this machine, which, briefly, were as follows: A character of cutting so close that light reflection should not reveal any variation in the face of the cut



Wright, bookkeeper, Elaine Cleveland; Flossie Chugum, bindery girl, Hazel L. Aarhus; Try R. Serviss, advertising agent, Walter A. Smith; Mr. Shopall Overtown, buyer (?) of printing, Frank A. Freeman; Mr. Duggan Stone, lithographer's salesman, Conrad Veit; The "Devil," J. Bryan Bushnell.

#### Gideon Automatic Roll-Feed Attachment for Gordon Presses.

A new company, under the name of The Printers Utilities Company, with offices at 40 North Fifth avenue, Chicago, Illinois, has just been formed for the purpose of manufacturing and selling the Gideon automatic roll-feed

December. These officers are giving their close personal attention to organization matters and are devoting considerable of their time away from their business to this work.

F. W. Fillmore, cost accountant, in conjunction with his cost-installation work in Chicago, is engaged with a committee adapting a simplified book-keeping system to work in conjunction with the Standard cost-finding system.

Printers throughout the country have become very much interested in the method of recording bindery production as advocated by the Price-List Committee. The national headquarters office daily renders service directly connected with this production-record-

America and all the allied industries, to continue throughout an initial period of three years, which will be far reaching in its beneficial effects, will in all probability do more toward bringing about national standardization and uniformity throughout the whole industry than anything ever before undertaken. The early months of the year 1917, it is expected, will see the plan in operation in all sections of the country.

#### Bruce Rogers to Work in England.

Bruce Rogers has left us to take up his work in England, and lovers of the book beautiful who have looked with pleasure on any piece of printing bearing his stamp—a thistle with his initials, B. R., printed in red—will follow his activities across the ocean with eager interest and wish him all the success that his talents so justly deserve.

Mr. Rogers will be associated with Emory Walker, 12-14 Upper Mall, Hammersmith, where William Morris established the Kelmscott Press. The Doves Press, just closed, being at 15 Upper Mall, just opposite, Mr. Rogers will have at his command the Doves type as well as the Centaur type, of his own design, which he will take with him.

An exhibition of the work of Bruce Rogers was given last summer under the auspices of the Carteret Club, of Newark, New Jersey, and though not at all complete it comprised some 170 pieces of printed matter produced under the supervision of Mr. Rogers since 1900. Forty-five books were Riverside Press editions published by Houghton, Mifflin & Co.; forty-eight books were limited editions privately printed from the Riverside Press; four books from other presses, and ten broadsides, such as The Declaration of Independence and The Emancipation Proclamation.

This exhibition showed Mr. Rogers' masterly judgment in the selection and arrangement of suitable types to fit any problem of printing.

Emory Walker, William Morris and T. J. Cobden-Sanderson have shown the way to better printing in England. Mr. Walker is known to be an intensely practical man. The combination with an idealist like Rogers should be a happy one. By a coincidence they both began life as engravers—Walker being one of the first to apply photography to engraving in London, over forty years ago, and Bruce Rogers beginning as a chalk-plate engraver on the *Indianapolis News*, being a "Hoo-sier" by birth.



The Gideon Automatic Roll-Feed Attachment.

attachment, announcement of which was made in these columns some time ago. Mr. Gideon, the inventor, advises us that he has had four of his attachments in operation in a private printing-plant in Chicago for some time past and they are all giving perfect satisfaction. He has now secured patents and is ready to place the attachment on the market.

Mr. Gideon's invention—an illustration of which is here shown—is a simple device which, he states, can be attached to any 10 by 15 Chandler & Price Gordon press, and will feed roll stock, automatically printing and cutting the sheets to any desired width from 3½ inches to 11 inches.

#### News Items from the United Typothetæ and Franklin Clubs.

President C. D. Traphagen, First Vice-President Benjamin P. Moulton and Treasurer Southworth were in conference at national headquarters for several days about the middle of

ing scheme. Have you investigated the merits of the system? Send for a copy of the treatise, "Classification of Bindery Operations and Operation Numbers," and carefully examine the blanks recommended for compiling production data. There is no charge for this service.

The national office has just mailed the entire membership two very interesting booklets dealing with matters of importance to every printer. One of these, entitled "The Dangers of Modern Economic Policies," by Honorable Alfred E. Ommen, should be read by every printer and business man. The truths set forth in this article are well worth considering and pondering over. The other article, entitled "The Paper Situation," by Alexander Thomson, is timely, and specifically states why paper costs have advanced so rapidly.

The coöperative plan of activities being undertaken jointly by the United Typothetæ and Franklin Clubs of

# THE INLAND PRINTER

A. H. MCQUILKIN, EDITOR.

Published monthly by

## THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 58.

JANUARY, 1917.

No. 4

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

### SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

**When Subscriptions Expire**, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

**Foreign Subscriptions.**—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

**IMPORTANT.**—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

### ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

### FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipzig, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

## WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.

### BUSINESS OPPORTUNITIES.

**FOR EXCHANGE.**—I own a modern 7-room bungalow on a one-acre lot, paved street and cement sidewalk, all paid for, lot well improved, with garage and shade trees, including 6 fine English walnuts now in bearing; also 26 vacant lots beautifully located on and near paved avenue in Medford, the commercial center of the famous Rogue River Valley of southern Oregon; property all free from encumbrance except city assessments against 13 of the vacant lots, which is partially paid; will exchange all or part of this property for an up-to-date newspaper plant. W. E. PHIPPS, Medford, Oregon.

**OFFICIAL NOTICE.**—In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1917, are invited.

Specifications and conditions will be furnished on application to W. A. Fraser, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. Bldg., Omaha, Neb., and will be submitted at the first meeting in 1917 of the Sovereign Executive Council. It being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited. W. A. FRASER, JOHN T. YATES, Supply Committee, Sovereign Camp, Woodmen of the World, Omaha, Neb., October 1, 1916.

**FORCED TO SELL** on account of poor health; newspaper and job-printing office in southern Manitoba; proposition includes office (frame building), plant (including 1 cylinder and 1 platen press), also new frame cottage—all on a 50-foot lot; price, \$4,000; half cash. HERALD, Miami, Man., Canada.

**FOR SALE.**—Job-printing plant in city of 30,000; running business; long lease; finely equipped; pony cylinder and 4 jobbers, large wire-stitcher, large paper-cutter; established 16 years; lots of type, presses, driven by individual motors; busy all the time; good reason given for selling; investigate; fine proposition. J 299.

**FOR SALE.**—Bookbinding and job-printing plant, established 1886, located in central Pennsylvania county-seat and flourishing district (a golden opportunity); reason for selling—want to retire. IRWIN N. MEGARGEE & CO., Inc., 12 S. 6th st., Philadelphia, Pa.

**WANTED.**—Eastern Pennsylvania printer will buy for cash pony cylinder or Autopress; must be in good condition and price right; state price in first letter; have 8 by 12 Prouty press, will sell cheap; good running order. J 291.

**PRINTING AND STATIONERY BUSINESS** in Denver, Colo.; established 8 years; located in heart of business and financial district; 10,000 people pass during business hours; \$8,000 proposition. J 286.

**FOR SALE.**—Fine job-printing plant with 2 Miehles, 7 jobbers, etc., in large city; doing \$50,000 to \$60,000 business yearly; good opportunity for right party; death in family reason for selling. J 287.

**WANTED.**—A printing-plant well located in the city of Chicago, possessing modern equipment, capable of profitably turning out not less than \$750,000 worth of work per annum. J 288.

**FOR SALE.**—A well-equipped printing-office in good town; paid-up subscription of 1,000; will sell at big bargain; investigate at once. FARMERS BANK, New Florence, Mo.

**FOR SALE.**—A job-printing business, established 20 years, in county-seat of 20,000 of Indiana; \$3,500; reason—age of owner. J 130.

### ENGRAVING METHODS.

**ANYBODY CAN MAKE CUTS** on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

### FOR SALE.

**REBUILT PRINTING MACHINERY.**—25 by 25 All-size Rotary printing-press, prints from rolls, bargain; 17 by 25 extra heavy Hacker hand press for plate make-ready; 13 by 19 and 14 by 22 Colts and Gally Universal presses; 10 by 15, 12 by 18 and 15 by 21 Goldings; 8 by 12 to 14 by 22 Gordons; stitchers, 19 to 46 inches; lever and power paper-cutters; 6 folio to 6 quarto drum cylinders; 23 by 28 to 46 by 66 two-revolution cylinders; special machinery and outfits; new and rebuilt machinery. Write your wants. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

**FOR SALE.**—Humana feeder, attached to 10 by 15 New Series Chandler & Price press, complete with short fountain, counter and steam fixtures; in use but 2 years. C. WOLBER COMPANY, 267 Plane st., Newark, N. J.

**ONE SANBORN PAPER-CUTTER**, hand clamp, 50 inches wide, 50 inches long on the bed; will make attractive figure for immediate sale. REMINGTON TYPEWRITER COMPANY, 114 Gifford st., Syracuse, N. Y.

**REBUILT PRESSES.** Huber, 46 by 62, block bearing; Huber, 39 by 52, crank movement; Colt's Armory, 13 by 19 inside chase; Gordon Old Style, 10 by 15, 7 by 11. C. FRANK BOUGHTON, 17-23 Rose st., New York.

**CAMPBELL** two-revolution press, 30 by 44, direct motor; Dexter folder book and job, direct motor, \$1,000, including motors; can be seen in operation at 320 W. Main st., Norristown, Pa., JOHN HARTENSTINE.

**GOLDING PRESSES.**—8 by 12, 10 by 15, 12 by 18 and 15 by 21; they are practically new in condition and appearance; also all sizes cylinder presses; send for list. PRESTON, 49A Purchase, Boston.

**LINOTYPE.**—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011; with 1 magazine, liners, ejector blades, font of matrices (for each machine). TRIBUNE PRINTING CO., Charleston, W. Va.

**FOR SALE.**—One Autopress and 2 horse-power motor complete and in good shape; used only 4 years; \$800 f.o.b. Waterloo, Iowa. Write GROSS-ALBEE PRINT SHOP, Waterloo, Iowa.

**BOOKBINDERS' MACHINERY.**—Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 638 Federal st., Chicago.

**FOR SALE.**—Monotype equipment, consisting of 2 keyboards and 2 casters; will sell separately if desired; bargain prices. WALKER, EVANS & COGSWELL CO., Charleston, S. C.

**SAMPLE FONT**, 10 pounds, of our "Monocast," 36-point Caslon Roman for \$3.00; only one to any address at price. Try it. WEST WISCONSIN TYPE FOUNDRY, Spring Valley, Wis.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE — 00000 Miehle, 42 by 65 bed, 4-roller, 2-revolution, comparatively new and in first-class condition. GREELEY PRINTERY of St. Louis, St. Louis, Mo.

LINOTYPE — Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. MURDOCH-KERR CO., Pittsburgh, Pa.

LINOTYPE — Model No. 4, Serial No. 11680; magazine, matrices, spacebands, liners and blades. WINSTON PRINTING CO., Winston-Salem, N. C.

LINOTYPE — Model No. 3, Serial No. 10109; 1 magazine, assortment of matrices. FORT WAYNE PRINTING CO., Fort Wayne, Ind.

WHITLOCK TWO-REVOLUTION PRESS, size of bed 29 by 42, 4-roller; a big bargain. PRESTON, 49A Purchase, Boston.

LINOTYPE — Model No. 5, Serial No. 14243; 3 magazines and motor. CANTWELL PRINTING CO., Madison, Wis.

LINOTYPE — Model No. 5, Serial No. 10412; magazine, matrices, etc. CON. P. CURRAN PTG. CO., St. Louis, Mo.

#### HELP WANTED.

##### Bindery.

FINISHER to work and take charge of finishing department in up-to-date bindery; must be thoroughly competent; state experience and wages expected. IRVING-PITT MFG. CO., Kansas City, Mo.

##### Composing-Room.

PRINTER-FOREMAN, in moderate-sized shop, to lay out work and figure jobs; must have a strong personality and a thorough knowledge of up-to-date requirements; a permanent and lucrative position awaits the right party. DETROIT LEGAL NEWS CO., Detroit, Mich.

WANTED — Foreman for job-composing room doing first-class commercial work; state age, qualifications, etc., in first letter; union. J 285.

WANTED — Capable show printer, experienced in wood engraving; references required. WESTERN SHOW PRINT, Seattle, Wash.

WANTED — All-around union printer as foreman; quick and accurate on stonework; must be efficient, modern compositor. J 298.

##### Miscellaneous.

CHEMIST as writing-materials expert; a graduate chemist required for supervising development work in connection with the manufacture of office supplies, such as stencils, carbon paper, typewriter ribbons, pastes, etc.; an exceptional opportunity for a man having the proper qualifications; replies should give age and full details of training and experience. J 306.

##### Paper-Cutter.

WANTED — Ambitious and energetic young man to operate Seybold power cutter and look after stock in a medium-sized shop doing high-grade work; married man preferred. J 56.

##### Pressroom.

PRESSROOM FOREMAN, quick and resourceful; 6 cylinders, 8 job presses, 4 folders; bookwork mostly; union; good man will be appreciated; state salary would accept; Baltimore, Md. J 295.

##### Salesmen.

I WANT a good appearing young man who can hustle for job printing and make good, must be honest and straightforward and a worker; I can not hire any one who does not know job printing thoroughly; to the man who can make good, I'll pay you what you are worth, but I do not want and will not keep for one minute a "hanger-on"; we can compete with any one in the business; we are doing a lot of high-grade catalogue work, but very little jobwork; now, I've got 5 jobbers and I want to see them run; where's the man who can sell job printing in a town of 90,000 and surrounding county? Write briefly but honestly about yourself in your own natural way, and don't overestimate or underestimate yourself. MGR., GENERAL PRINTING CORPORATION OF FORT WAYNE, Ind.

WANTED — Reputable printing salesman to sell Acme Engraving plates and service to their discriminating customers; super-satisfaction demands the ordinary plus, or extraordinary, or above legal-standard requirements; no outfit expense; sustain professional reputation with direct financial gain; will you let us help? ACME ENGRAVING CO., St. Louis, Mo.

#### INSTRUCTION.

LINOTYPE INSTRUCTION — 17 Mergenthalers; evenings: \$5 weekly; day course (special), 9 hours daily, 6 weeks, \$80; three months' course, \$150; 10 years of constant improvement; every possible advantage; no dummy keyboards, all actual linotype practice; keyboards free; call or write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133-135-137 East 16th st., New York city.

#### MISCELLANEOUS.

PUBLISHERS — ATTENTION. We supply special material from any town or city in United States and foreign countries; reliable correspondents everywhere; our service includes news and feature articles, descriptive and biographical sketches, photographs — in fact, anything desired anywhere; prompt service; reasonable rates. Give us a trial; satisfaction guaranteed. Tell us what you want. LITERARY BUREAU, 500 Fisher Bldg., Hannibal, Mo.

THIRTEEN CENTS per pound for old type if shipped at once, in exchange for new material. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

#### SITUATIONS WANTED.

##### Bindery.

POSITION WANTED as all-around bookbinder, or as a first-class forwarder with chance of advancement; familiar with paper stock. J 300.

##### Composing-Room.

STONEMAN, accustomed to the highest grade of catalogue and color work, at present employed with large firm as head stoneman, familiar with different makes of patent base; any location considered, but must be from a shop with a reputation for good work; 15 years' experience and union. J 301.

MONOTYPE KEYBOARD OPERATOR — Recent graduate of keyboard course desires steady position on machine; can make good if given an opportunity; 13 years' all-around printing experience; age 27; married; strictly temperate; references; willing to go anywhere. J 296.

COMPOSING-ROOM FOREMAN, 15 years' thorough practical experience, good executive, able to handle help, desires to connect with concern that can offer position with future prospects; Eastern States only. J 292.

COMBINATION MONOTYPE operator-printer (non-union) desires change; young man, married, energetic, conscientious; good executive; with present employer 8 years. J 304.

FIRST-CLASS MONOTYPE CASTER MAN (union) wants situation; 10 years' experience and reliable; references if desired; capable of handling large plant. J 289.

SITUATION WANTED — As working foreman of Gordon shop; my display ranks with the best; 20 years' experience; married, temperate, union. J 307.

SITUATION WANTED by a printer capable of handling the better grade of display; I can please you; married, temperate, union. J 149.

##### Electrotypist.

EXPERIENCED ELECTROTYPYER WANTS POSITION; 20 years' experience in all branches; thoroughly familiar with electrotype machinery, tools, supplies and metals; would like to represent manufacturing or jobbing house in New England in the electrotyping or allied trades; best of references furnished. SALESMAN, P. O. Box 5263, Boston, Mass.

##### Estimator.

ESTIMATOR — COST EXPERT — ACCOUNTANT — Situation wanted by man with executive ability; energetic and aggressive; exceptional experience in costwork and estimating; installed system in many large plants; has proven ability to produce results; best of references. J 290.

##### Managers and Superintendents.

A HUMAN BEING, 41 years of age, past 18, foreman-printer, now superintendent directory-publishing house in East, desires change South or West, either foreman or superintendent; a good, all-around printer with valuable experience in all lines of work who can handle all details from start to finish; thorough business man, executive, and a man of principle, reliable, progressive, used to long hours, good organizer; not insane, but disgusted with freakish methods; non-union; go anywhere. J 297.

PRESSROOM FOREMAN of exceptional executive ability seeks a position with a medium-size, modern printing-plant or private concern doing a good grade of catalogue and color work; this man is a practical A-1 mechanic far above the average, with an experience of 18 years on the above grade of work, and has the ability to produce quality and quantity in the minimum rate of time with methods of self-adoption; married; no bad habits. J 210.

MANAGER, possessing business and executive ability, originality and aggressiveness, seeks position to take entire charge of plant with view to producing best work at a profit; man of middle age and having had 27 years' contact with type, ink, paper and presses; Western States preferred; salary, \$3,000. Address, with full particulars, J. GEARY FOULK, 82 Pearl st., Springfield, Mass.

#### Megill's Patent SPRING TONGUE GAUGE PINS



#### QUICK ON

Send for booklet this and other styles.

#### MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr.  
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

#### Megill's Patent DOUBLE-GRIP GAUGES



#### WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



I WANT A POSITION as superintendent of a printing-plant; I am a young man with successful practical experience backed up by technical-school education; I am a good executive, an accurate estimator and am familiar with cost-finding methods; would consider composing-room foremanship. GEORGE W. ENGSTROM, Cannon Falls, Minn.

**SUPERINTENDENT**, now employed in 3-linotype, 4-cylinder shop, will be open for situation about January 1; a reliable man who knows the manufacturing end of the printing business; would consider composing-room foremanship of good shop. J 283.

**SUPERINTENDENT**—Man of proven ability and seasoned judgment would take superintendence of good-sized printing-plant where could invest if mutually agreeable; prefer place that feels need of a good executive to increase profits. J 294.

#### Miscellaneous.

AN EXECUTIVE responsible for the successful management of a printing-plant employing 200 people, while enjoying the full confidence and support of the owners, is restrained in his efforts by conditions that are unusual and beyond his control; 35 years of age; a college graduate; a man who, because of his business principles and aggressiveness, and experience in selling, costs, accounting and handling the affairs of large plants, has always and is now making good; your plant may need an exceptionally high-grade executive who has the ambition and confidence to resign his present lucrative position for one offering unlimited scope; no plant invoicing less than \$50,000 considered. J 303.

#### Pressroom.

**WANTED**—A position by first-class pressroom foreman desiring to make a change; have had a wide and varied experience as foreman for the past 15 years on all kinds and classes of work; have good executive ability; will guarantee to turn out good, clean work in the shortest possible time; will work for your interest at all times; good reference, sober and steady. J 305.

**FLAT-BED PRESSMAN**, first-class on good work, wishes to change about February 1; age 28; temperate and reliable; have charge of a 4-press pressroom at present; Middle West preferred. J 302.

**WANTED**—Position by cylinder pressman; 14 years' experience on best grade half-tone and color work; capable of taking charge; married; sober and reliable; references furnished. J 284.

**SUPERINTENDENT-ESTIMATOR**—Young man with 17 years' experience on highest grades process color and half-tone catalogue work; strong on presswork; sober, steady and reliable. J 270.

**CYLINDER AND JOB PRESSMAN** wants steady position; Middle West preferred; 18 years on best grade of work; married; do not drink; best references; union. J 245.

#### Proofroom.

**PROOFREADER**, lady, long experience, reliable, desires position in job-printing shop or publication office; familiar with French and Spanish; excellent references. J 308.

#### Salesman.

**POSITION WANTED** as salesman or manager; college-educated young married man, part owner and manager of printing-plant just sold, will locate where hard work is rewarded with exceptional opportunities; advertising and salesmanship that get money results; crank on system; plenty references; not printer by trade; know benefits and operation of cost system and can estimate; familiar with office supplies and paper; do not care to invest. J 235.

#### Stockman.

**STOCKMAN**, 10 years' experience, desires position; can furnish best of references. J 273.

#### WANTED TO LEASE.

**WANTED** to lease, with purchase option, well-equipped job plant in city; prefer one equipped for specialty line; would be agreeable to partnership; am thoroughly capable printer and manager. J 293.

#### WANTED TO PURCHASE.

**THE F. C. DAMM CO.**, 701 S. LaSalle st., Chicago, pays cash for used linotype machines.

**WANTED**—Two New Era multicolor presses (Regina), either large or small. J 244.

#### BUSINESS DIRECTORY.

##### Advertising Blotters.

**PRINT BLOTTERS** for yourself—the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

#### Brass-Type Founders.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

#### Bronzing Machines.

**THE FUCHS & LANG MANUFACTURING COMPANY**, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

#### Calendar-Pads.

**THE SULLIVAN PRINTING WORKS COMPANY**, 1062 Gilbert av., Cincinnati, Ohio, makes 109 sizes and styles of calendar-pads for 1917; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

#### Carbon Black.

**CABOT, GODFREY L.**—See advertisement.

#### Casemaking and Embossing.

**SHEPARD, THE HENRY O. COMPANY**, 632 Sherman st., Chicago. Write for estimates.

#### Chase Manufacturers.

**BARNHART BROTHERS & SPINDLER**—Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

**KEYSTONE TYPE FOUNDRY**—Paragon Steel riveted-brazed chases for all printing purposes. See Typefounders.

#### Copper and Zinc Prepared for Half-Tone and Zinc Etching.

**THE AMERICAN STEEL & COPPER PLATE CO.**, 101-111 Fairmount av., Jersey City, N. J.; 116 Nassau st., New York city; 610 Federal st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

**NATIONAL STEEL & COPPER PLATE COMPANY**, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

#### Counting Machines.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

**KEYSTONE TYPE FOUNDRY**—See Typefounders.

#### Cylinder Presses.

**BARNHART BROTHERS & SPINDLER**—See Typefounders.

#### Electrotypers' and Stereotypers' Machinery.

**THE OSTRANDER-SEYMOUR CO.**, general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**HOE, R., & CO.**, New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

#### Embossing Composition.

**STEWART'S EMBOSHING BOARD**—Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

#### Embossing Dies and Stamping Dies.

**CHARLES WAGENFÖHR, Sr.**, 140 West Broadway, New York. Dies and stamps for printers, lithographers and binders.

#### Embossing Machines, Roller.

**THE FUCHS & LANG MANUFACTURING COMPANY**, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

#### Gold Stamping and Embossing.

**DEUSS, WILLIAM, & CO.**, 314 W. Superior st., Chicago. Index tabs and leather labels our specialty.

#### Hot-Die Embossing.

**GOLDING MFG. CO.**, Franklin, Mass. Our Hot Embosser facilitates embossing on any job press; prices, \$34 to \$77.

#### Job Printing-Presses.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

**BARNHART BROTHERS & SPINDLER**—See Typefounders.

**KEYSTONE TYPE FOUNDRY**—See Typefounders.

**GOLDING MFG. CO.**, Franklin, Mass., Golding and Pearl.

#### Motors and Accessories for Printing Machinery.

**SPRAGUE ELECTRIC WORKS**, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

#### Numbering Machines.

**AMERICAN TYPE FOUNDERS CO.**—See Typefounders.

**KEYSTONE TYPE FOUNDRY**—See Typefounders.

## PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A.W. PENROSE & CO., Ltd., 109 Farringdon Road, LONDON, E. C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



**Paper-Cutters.**

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

GOLDING MFG. CO., Franklin, Mass., Golding and Pearl.

**Paper-Macerating Machine and Card Local Ticket Machinery.**

BLOMFELDT & RAPP CO., 108 N. Jefferson st., Chicago. Paper-macerating machine for destroying confidential papers, checks, and all kinds of stationery; paper can be used for packing.

**Pebbling Machines.**

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

**Photoengravers' Machinery and Supplies.**

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

**Photoengravers' Metal, Chemicals and Supplies.**

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

**Photoengravers' Screens.**

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

**Presses.**

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.

HOE, R. & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; 426 Dearborn st., Chicago; factory, Long Island City, New York.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Printers' Rollers and Roller Composition.**

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 133-135 Michigan st., Milwaukee, Wis.; 719-721 Fourth st., So. Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; 305-307 Mt. Vernon av., Columbus.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

**Allied Firm:**

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

**Printers' Steel Equipment.**

KEYSTONE TYPE FOUNDRY, originators and manufacturers of steel equipment for complete printing-plants. See Typefounders.

**Printers' Supplies.**

MECCA MACHINERY CO., 85-87 Adams st., Brooklyn, N. Y. Steel rules and case racks for printers; special machinery for printers, etc.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Printing Machinery, Rebuilt.**

BARNHART BROTHERS & SPINDLER—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Printing Machinery, Secondhand.**

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Printing Material.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Punching Machines.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

KEYSTONE TYPE FOUNDRY—See Typefounders.

**Rebuilt Printing-Presses.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

**Roughing Machines.**

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Static Neutralizers.**

THOMPSON STATIC NEUTRALIZER eliminates electricity in paper. Sole manufacturers K. K. Dispeller. 805 Temple bldg., Chicago.

**Stereotyping Outfits.**

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and your type is not in danger of ruin by heat; also easy engraving method costing only \$3 with materials, by which engraved plates are cast in stereo metal from drawings on cardboard. ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job press on special Matrix Boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHS, 240 E. 33d st., New York.

**Stippling Machines.**

THE FUCHS & LANG MANUFACTURING COMPANY, 119 West 40th st., New York city; 120 W. Illinois st., Chicago, Ill.

**Typesetting Machines.**

THOMPSON TYPE MACHINE CO., the Thompson typesetter, 223 W. Erie st., Chicago; 38 Park row, New York.

**Typefounders.**

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av. N.-E.; Cincinnati, 646 Main st.; St. Louis, 23 S. 9th st.; Chicago, 210 W. Monroe st.; Detroit, 43 W. Congress st.; Kansas City, 602 Delaware st.; Minneapolis, 419 4th st.; Denver, 1021 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 320 Mission st.; Portland, 92 Front st.; Spokane, 340 Sprague av.; Winnipeg, Can., 175 McDermot av.

KEYSTONE TYPE FOUNDRY, makers of printing type of quality, brass rule, printers' requisites and originators and manufacturers of steel equipment for printing-plants. Address our nearest house for printed matter—Philadelphia, 9th and Spruce sts.; New York, 38 Park pl.; Boston, 78 India st.; Chicago, 1108 South Wabash av.; Detroit, 43 Larned st., West; Kansas City, 10th and Wyandotte sts.; Atlanta, 24 South Forsythe st., and San Francisco, 638-640 Mission st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

OLD TYPE WANTED. EMPIRE TYPE FOUNDRY, Buffalo, N. Y.

**Wire-Stitchers.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**Wood Goods.**

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

**THE JOHNSON PROCESS****Flexible Glue and Padding Glue**

These specialties offer the best glues on the market at a very reasonable price. Generous sample sent free. Write for sample and prices.

**THE JOHNSON PROCESS MANUFACTURING CO.**

(Established 1888)

335 BROADWAY, NEW YORK CITY

**The Rogers Locking Quoin**

CAN NOT  
WORK  
LOOSE



Delivered in  
U. S. A.

**\$1.75**  
DOZ.

Manufactured and Sold by

**E. B. ROGERS, 22 Fountain St., Orange, Mass.**

**IMPRINTS**

Matrix slides for casting imprints on Linotypes are in use in over two thousand printing establishments. Send for circulars and get acquainted with imprint economy.

OSCAR F. WILSON PRINTING CO., ROCKFORD, ILL.

BARRETT PTO. CO., ARLINGTON, KANS.

JOHN W. GRAHAM & CO., SPOKANE

EVANS PTO. CO. GD. RAPIDS

E. A. WRIGHT CO. PHILA.

BROCK-HAFNER PRESS, DENVER

**IMPRINT MATRIX COMPANY**

Originators and Makers

CHARLOTTE, N. C.





## EMBOSSOGRAPHY

The art of producing embossed or engraved effects without the use of dies or plates, as fast as ordinary printing. Absolutely flexible; can not be broken off. *The greatest money-maker ever presented to printers.*

**EMBOSSOGRAPH PROCESS CO., Inc.**  
251 WILLIAM STREET, NEW YORK CITY

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You can do it easily and efficiently by using the **Revolvator**

Registered U. S. Pat. Off.

Write for Bulletin 1-36

**N. Y. Revolving Portable Elevator Co.**  
351 Garfield Ave., JERSEY CITY, N. J. 122

## There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making **RUBBER STAMPS**. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The **J. F. W. Dorman Co.**  
Baltimore, Md., U. S. A.

We cater to the Printing Trade in making the most up-to-date line of **Pencil and Pen Carbons**

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

**MITTAG & VOLGER, Inc.**  
PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

**Blomgren Bros. & Co.**

DESIGNERS  
ENGRAVERS  
ELECTROTYPERS

312 SHERMAN ST. CHICAGO



**Illinois Electrotype Co.**

Electrotypers Nickeltypers  
Designers Engravers

314-318 South Canal Street, Chicago  
Phones: Harrison 1000. Automatic 52964.

**Manz Engraving Co.**  
Chicago

Works: 4015 Ravenswood Ave.  
Sales office: 22 W. Monroe Street

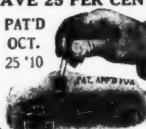
Specialties: Lead mold steel-face electrotypes; color plates in Ben Day process; color plates in three-color process; color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. *Correspondence solicited.*



Don't Buy Solid Quads  
**ECONOMY QUADS**  
SAVE 25 PER CENT

In Weight PAT'D  
In Time OCT.  
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In Trouble

Always INSIST on your  
Dealer supplying  
**ECONOMY QUADS**  
SAMPLE FREE  
958 Harrison St., Chicago



**JUERGENS BROS. CO.**

DESIGNERS  
ENGRAVERS  
ELECTROTYPERS  
166 W. Adams St. Chicago

**THE TYPOGRAPHY of ADVERTISEMENTS**  
By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."

Professor Walter Dill Scott.

136 pages, 65 illustrations in two colors.  
Price \$2.10 postpaid.

**THE INLAND PRINTER CO.**  
632 Sherman Street, Chicago

All GENUINE Hempel Quoins and Keys  
Except the "Monarch" Quoins



SOLD BY ALL REPUTABLE DEALERS

Manufactured exclusively by

**H. A. HEMPEL**

THE INVENTOR OF THE QUOINS  
BUFFALO, N. Y., U. S. A.

## METALS

Linotype, Monotype,  
Stereotype  
Special Mixtures

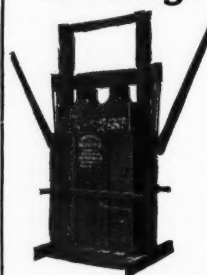
**QUALITY**

First, Last and All the Time

**E. W. Blatchford Co.**

230 N. Clinton St. Chicago  
5 Beekman St. New York

## Warring on Waste



Start a campaign to save the high priced waste paper in your plant.

**Buy a Baler**

Get Booklet  
64-F.

**Sullivan Machinery Co.**  
Chicago New York

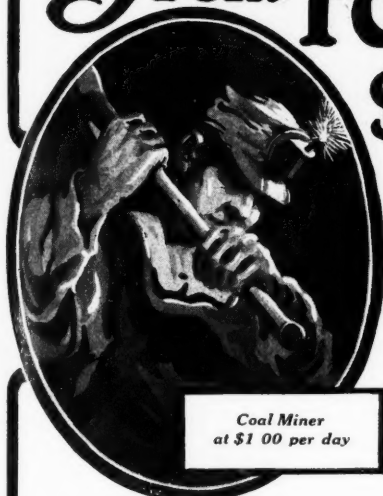
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**DIPLOMA BLANKS**  
FOR THE PRINTER  
B. C. KASSELL, 105 N. CLARK ST., CHICAGO

## STEEL CHASES

Send for quotations and "SLEDGE HAMMER TEST" descriptive circular. It tells the story.

**AMERICAN STEEL CHASE COMPANY**  
27 Beekman Street, New York, N. Y.

# From Poverty to \$10,000<sup>00</sup> A Year



Coal Miner  
at \$1 00 per day



Advertising Manager  
at \$10,000 a year

(A True Story)

Fifteen years ago a young man with little education was working in a coal mine at a dollar a day. Now he is an advertising manager at \$10,000 a year. What did it? The same thorough, practical training that we offer in our new home-study course of

## Advertising and Salesmanship

This course will clip off ten years' time that otherwise you would have to spend to acquire the training that you get here in a few months. It was organized by ten leading advertising and sales managers in conjunction with Bryant & Stratton Business College which was established in Chicago sixty years ago. These men realized the need of a practical, thorough training for practical printers who aspired to become advertising and sales managers, or who wanted to apply the laws of advertising to their own business. They organized this course to supply this need. Each of these ten instructors is a practical advertising or sales manager with years of experience. There is not a "professional" teacher among them. Their aggregate salaries exceed \$100,000 a year. The atmosphere of their daily work pervades all their lessons.

## Are You Prepared to Take This Course?

The mastery of advertising is not a thing of mystery or difficult of attainment. Nevertheless, some men are by nature better fitted for one thing than another. The men who formed this course want you to be sure, before you enroll, that you have the ability to carry your study to a successful end. This saves waste motion on the part of the big men behind the course and saves those not qualified money and embarrassment.

**Free Personal Analysis** To help you determine whether or not you are qualified to succeed in advertising or salesmanship, we have arranged with a well-known Vocational Director to personally analyse you free of charge before enrollment. This valuable service will give you an unbiased and outside estimate of your qualifications.

### NEW METHOD OF INSTRUCTION

This course is nine-tenths practice and one-tenth theory. You engage in actual advertising work as soon as you enroll. No useless technical work to do. Every lesson carries the "human touch" that makes you anxious for the next one. You will be trained to write copy for advertisements, booklets, mailing cards, folders, and magazine articles; analyse markets; plan complete advertising and sales campaigns; edit house organs; conduct a mail-order business; carry on mail-order advertising service for druggists, haberdashers, furniture dealers, grocers, etc., and to write strong, convincing "human-interest" sales letters under the direction of one of the greatest writers of this type of letters in America. A practical, working knowledge of these things is just what many printers need to make their work profitable and successful. In short, entrance in this course will be like going to work as an assistant to a master sales or advertising manager in a big business corporation.

**Bryant & Stratton Business College**  
2219 Bryant & Stratton Building, Chicago

## SEND COUPON

For complete personal analysis chart and free booklet

**"From Poverty to \$10,000 a Year"**

and full particulars about our home-study course in Advertising and Salesmanship.

copy  
Inland  
Printer  
Jan. 1927.

**Bryant & Stratton  
Business College,  
Chicago.**

Gentlemen: Please send free book "From Poverty to \$10,000 a Year," personal analysis examination blank and full information on your Home-Study Course in Advertising and Salesmanship.

Name.....

Address .....



## Is Your Establishment Supplied with The One Supreme Authority? WEBSTER'S NEW INTERNATIONAL DICTIONARY

Whatever the question; be it the pronunciation of a new term, the spelling of a puzzling word, the division of syllables, or punctuation, the meaning

of tractor, white coal, the value of a yen or ruble, this new creation contains a clear, accurate, final answer. WRITE for specimen pages.

FREE, a set of Pocket maps if you mention The Inland Printer.

G. & C. MERRIAM COMPANY - - SPRINGFIELD, MASSACHUSETTS



Over 400,000 words defined  
2,700 Pages  
6,000 Illustrations.

## ★ "Nothing But 'Stars' in The Composing Room" ★

### A GOOD NEW YEAR RESOLUTION

#### FOR THE EMPLOYER BECAUSE

—tight spacing can not spring them out of accurate measure—short measures set in a "Star" make up accurately with lines set their combined length—they will save their cost many times over during 1917 by eliminating all "work-ups" of spaces and "pull outs" of type which emanate from ordinary sticks, and which cause so much waste in press time and stock.

#### FOR THE COMPOSITOR BECAUSE

—They are light and convenient to hold—they are easy and quick to adjust—they have 6 to 8 ems greater capacity than other sticks of equal size.

Send to-day for interesting booklet, "History of Composing Sticks," and price-list. On Sale By Supply Houses Generally

★ **STAR TOOL MFG. CO.** SPRINGFIELD, OHIO, U. S. A. ★

## Draw a Winning Card

Appearance of Our Neat Cards in Case



Every customer a trade-winner, giving you his hearty support and patronage—what would it mean to you? Haven't you figured it out that when you have succeeded in getting your customers in that frame of mind, your business will be pretty well established?

### PEERLESS PATENT BOOK FORM CARDS

create such a fine enthusiasm among their users that they can not resist from recommending them and almost insisting that their friends use them, too. If you are the dealer in your locality where these cards can be bought, you are right in line for the benefits of this enthusiasm, patronage and support. The clean, smooth edges, the neatness of the case and the economic utility of the card will make the appeal to you as well as to your customers. Send to-day for a sample, and see how they really are. Our plan for the dealers will also accompany the request.

The John B. Wiggins Co. Established 1857

Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

## Horgan's Half-Tone and Photomechanical Processes

By STEPHEN H. HORGAN

Editor of "Process Engraving" Department of The Inland Printer

¶ A reference book for the practical man as well as a text-book for the student.

¶ All phases of photo-mechanical methods are exploited and many formulas given.

236 pages and 27 inserts, giving examples of as many processes, in from one to four colors. Glossary of 481 words uses by process workers. Price \$3.00. Postage 10 cents extra.

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO

## Consult the Specialists who KNOW

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

# TYPO

TWENTIETH YEAR

Will help to Increase Your Sales—Decrease Your Losses

## RATINGS Most Carefully REVISED

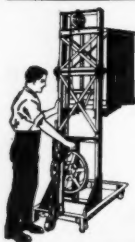
and based upon substantiated statements and ledger facts furnished by the Trade

## THE TYPO MERCANTILE AGENCY

160 BROADWAY

General Offices

NEW YORK



## ECONOMY STEEL TIERING MACHINES

enable one man to lift heavy boxes, bales, barrels and rolls, clear to ceiling's height. Built to operate by hand, electric or pneumatic power. Portable, safe and simple.

New Designs and Improvements. It will pay you to get full information.

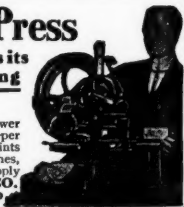
ECONOMY ENGINEERING COMPANY  
423 So. Washtenaw Ave., Chicago

## The Automatic Card Press

has demonstrated to many purchasers its profitable operation on card printing

### DON'T Lose Money. DON'T

tie up large presses on small work. Install our hand or power Automatic Self-Feeding Card Printing Press. It prints 100 per minute, 6,000 per hour, perfect register for color work. Prints cards in sizes  $\frac{1}{2}$  x 2 inches up to and including  $3\frac{1}{2}$  x  $5\frac{1}{2}$  inches, and from 2-ply up. Let us send you our free booklet No. 5. Supply houses, get our trade discounts. S. B. FEUERSTEIN & CO. Patentees & Mfrs., 542 W. Jackson Blvd., Chicago.



## PUBLICITY GOTHIC

### A TYPE FACE THAT HAS THE PUNCH!

NOW READY  
SIZES 6 POINT TO 120 POINT  
WRITE FOR SPECIMENS

BARNHART BROTHERS & SPINDLER

CHICAGO WASHINGTON DALLAS  
KANSAS CITY OMAHA SAINT LOUIS  
SEATTLE SAINT PAUL

## SAVE \$5.00 PER MONTH

### ON YOUR JOB PRESSMAN'S WAGES

By using the Anway Adjustable Job Press Grippers, you run 100 to 500 in the time that used to be lost on most every job.

"Saved the price of your grippers on one job."—Thos. F. Kinney, Riverdale, Ill.  
Send for descriptive folder and partial list of users.

PRICES: 7 x 11 or 8 x 12, \$3.00 10 x 15, \$3.50  
12 x 18, \$4.00 14 x 22, \$4.50

ANWAY GRIPPER CO., 7038 Stony Island Ave., Chicago



Established 1869

## Transparent Tissue

For manifold. Carbon Papers for Typewriter, Pen and Pencil

WHITFIELD PAPER WORKS

33 SULLIVAN ST., NEW YORK



FACSIMILE OF WATER-MARK  
**L.L. BROWN**  **PAPER CO.**  
**LINEN** **LEDGER**

## *Isn't Permanency Worth a Little More?*

**L**ET'S get down to cold facts. Let's consider the cost of a ledger or record book. The chief expense in its production is in the covers, binding, ruling and making. It is *not* in the ledger paper.

As a matter of fact the use of Brown's Linen Ledger Paper, instead of an ordinary cheap paper, increases the total cost of a ledger book much less than you think.

And Brown's adds infinitely to its service—to its satisfaction to your customer. Brown's Linen Ledger never grows dingy or yellow—never grows brittle with age—never loses the legibility of its records. It

insures permanent preservation of records—and that is what your customer wants.

On the other hand, a cheap ledger paper can't stand up. It grows yellow and brittle with the years, and the book becomes dog-eared and illegible.

Play safe! A pleased customer is an asset. Recommend ledgers and record books made of Brown's Linen Ledger. Tell him they're worth more. He'll insist on Brown's for future books.

*Write for Sample-Books.*

**L. L. BROWN PAPER CO.**  
 Est. 1850 ADAMS, MASS., U. S. A.


# Brown's Linen Ledger Paper

**Quality-Service**  
**DESIGNS - PHOTO-ENGRAVINGS**  
*IN ONE OR MORE COLORS*  
*For CATALOGUES, ADVERTISEMENTS or any other purpose.*  
**GATCHEL & MANNING**  
 SIXTH AND CHESTNUT STREETS  
**PHILADELPHIA**



**THE PRODUCTIMETER**  
 in printing plants all over the country  
 is counting production with never-failing  
 accuracy.  
 Send for one on 30 days' free trial.  
 Attachments for any platen press.  
*Ask for new catalog No. 41*  
**Durant Manufacturing Co., Milwaukee**

**ADD TO YOUR PROFITS**  
 By Taking Orders for Bonds  
*Write for particulars to*  
**ALBERT B. KING & COMPANY, Inc.**  
*Bond Specialists*  
 206 BROADWAY, NEW YORK



**B. A. Wesche Electric Co.**  
 327 E. Sixth St., Cincinnati, Ohio.  
 Manufacturers of Direct and Alternating Current Variable  
 Speed Motors for all kinds of printing presses.  
 Constant Speed Motors for paper cutters, etc.  
**Write for Information and Prices**

**Steel Die Stamping — Plate Printing**  
 Wedding, Social and Business Stationery  
**IMPERIAL ENGRAVING CO.**  
*Engravers to the Trade Exclusively*  
 628-630 Chestnut Street Philadelphia, Pa.


**KEYBOARD PAPER**  
*for the MONOTYPE MACHINE*  
**COLONIAL COMPANY, Mechanic Falls, Me.**  
 New York Office: 320 Fifth Avenue

**New and Rebuilt Printing Machinery**  
 Printers' Supplies Job Presses Folding Machines  
 Paper Cutters Electric Welding Cylinder Presses  
**R. W. HARTNETT CO., 50 N. 6th Street**  
 Philadelphia, Pa.

**CAMPBELL PRINTING PRESS**  
**REPAIR PARTS COMPANY**  
 Do not discard your Campbell Presses. We supply parts promptly  
 for all the different styles and are sole owners of the shop rights.  
 We carry all the original drawings and patterns and a large stock.  
*Works: Brooklyn, N. Y. New York Office: Pulitzer Building*  
 Avoid delay when needing repairs by sending orders direct to office.


**CARBON BLACK**  
 MADE BY  
**GODFREY L. CABOT, Boston, Mass.**  
 940-942 Old South Building  
 ELF ECLIPSE (PN) ELF B. B. B. VULCAN MONARCH KALISTA

**Hartford** *Printing* **Presses**  
*Cutting and*  
*Creasing*  
**NATIONAL MACHINE CO.**  
 111 SHELDON STREET  
 HARTFORD, CONNECTICUT



**Riteway Numbering Machines**  
 With Quick Set Gauges \$60.00  
 Anybody that has use for a hand numbering machine can afford  
 to buy a Riteway, as it is possible to produce more work accu-  
 rately than with any other single head machine built.  
 It is not a paging machine, but just right for checks, blanks,  
 orders, tags, etc. 2 years' guarantee.  
**RITEWAY MACHINE WORKS**  
 525 Cherry St., Philadelphia, Pa.

**"Roughing" for the Trade**  
 We have put in a ROUGHING  
 MACHINE, and will be  
 pleased to fill orders from those desiring this class of work. Three-color half-  
 tone pictures, gold-bronze printing, and, in fact, high-grade work of any  
 character, is much improved by giving it this stippled effect. All work  
 given prompt attention. Prices on application. Correspondence invited.  
**THE HENRY O. SHEPARD COMPANY**  
 632 Sherman Street Chicago



**WHILE-U-WAIT**  
**Rubber Stamp Making Outfits**  
 Require only eight minutes to make rubber stamps. Will  
 also make HARD RUBBER STEREOTYPES for printing.  
 A few dollars buys complete outfit. Send for catalogue.  
**THE BARTON MFG. CO., 89 Duane St., New York City**

**\$5<sup>00</sup>**  
 in the  
 U. S. A.  
**REDINGTON**  
**COUNTER**  
*Model "D"*  
 For C & P presses. Accurate,  
 durable and easy to attach.  
 At all principal dealers.  
**F. B. REDINGTON CO., 112 S. Sangamon Street, Chicago**



**ALWAYS-SET STATIONARY-GUIDES**  
**MITERING MACHINE**  
 Approved and adopted by many leading  
 printers throughout the country.  
 Shipped on  
 Receipt of Price **\$13.50**  
 Made and  
 for sale  
 only by **F. J. BONN, 362 Pearl St., New York**

**POLLOCK'S NEWS**  
 You can reach 2,400 Editors and Publishers in the Northwest—  
 the wide-awake ones—every month with your selling message,  
 through the columns of Pollock's News. Send for sample  
 and rate card. 710 TEMPLE COURT, MINNEAPOLIS

# There's a Bigger, Better Job For You

## *Right in Your Own Shop*

**I**F you are now working in a print-shop and have a genuine desire to see your salary increased—one, two, three or four times—**THIS IS FOR YOU.**

Your hope lies in the selling end. Get out of the shop and onto the street; learn to get the business that keeps the other fellow busy—

## *Learn How to Sell Printing At a Profit to Yourself and to Your Boss*

Learn the secrets and principles of selling that have made business men out of apprentices—that have made crack salesmen out of compositors, pressmen, bookbinders, etc.

**YOU KNOW** that the man who can produce the business gets the pay; and there are a hundred jobs awaiting the successful salesman where there's one for the tradesman, and *you*—the practical printer—are the logical man to sell printing—

## *You Have the Technical Knowledge On Which to Build Successful Salesmanship*

The Nashville Typothetae has trained and produced a number of big salesmen, and the sale methods that brought them out will do the same for you.

Begin now to chase your weekly salary into three figures by filling in the coupon—but do it now. Real men with a purpose never wait. Send for complete information **TO-DAY. "Ask Dad—he knows."**

**Send  
No Money**

**Nashville Typothetae**  
Nashville, Tenn.

*Nashville Typothetae*  
Nashville, Tenn.

Kindly send complete information  
regarding your Sales Training course.

**INDIAN  
BRAND**

**GUMMED  
PAPERS**



**T**HE old red Indian with his trusty bow and arrow never missed what he went after. That's the way with the printer who uses Indian Brand Gummed stock—he "gets there" every time.

It's no trouble at all to find the reason. Indian Brand is *made to print*; it has a printing surface finished to a degree that insures good results every time. Again, the gummed side of the stock is so prepared that the paper does not crinkle and curl while being printed.

This combination of a perfect printing surface and unusual non-curling properties assures fine results on gummed label and poster jobs. The printer who can bungle a piece of work on Indian Brand isn't worthy of his name!

An interesting sample-book of labels and poster stamps on "Indian" papers, and generous samples for your own experiments will be sent at your request.

**Nashua Gummed & Coated Paper Co.**  
NASHUA, NEW HAMPSHIRE

GREETING

*To Printers, to Paper Dealers and  
to Users of our Papers*

**Happy New Year**

*Our wish is that 1917 may be*

**THE BEST YEAR IN  
YOUR HISTORY—**

a year of good work well  
rewarded, a year of health  
preserved, a year of service  
and care for others, a year  
of happiness and peace.

**ESLEECK MFG. CO.**

*Makers of Thin Papers*  
TURNERS FALLS, MASS.

TO WHOLESALE BOOKBINDERS,  
PUBLISHERS, LIBRARIANS, Etc.

## The British and Colonial Printer and Stationer

NOW INCLUDES A SPECIAL ILLUSTRATED

### *Bookbinding Trade Section*

ISSUED MONTHLY

SUBSCRIPTION for twelve issues containing the  
BOOKBINDING SECTION (covering a year), 85  
cents, including postage.

ADVERTISEMENTS. The BOOKBINDING SECTION forms an excellent medium for the insertion of trade announcements, as its circulation covers not only users of bookbinding, publishers, librarians, etc., but also the trade binding houses, and the book-binding industry in general.

*Rates and free specimen copy on application to  
the Publishers*

**STONHILL & GILLIS**

58 Shoe Lane, London, E. C.

LOCKWOOD TRADE JOURNAL CO., 150 Nassau St., New York

**BLOMGREN  
BROS. & CO.**

ESTABLISHED 1875

**Designers  
Engravers  
Electrotypers  
Nickeltypers**

*512 SHERMAN ST.  
CHICAGO*



**BUY ONE NOW**



# WETTER Numbering Machines

WETTER Numbering Machines are offered for your consideration on their Productive Capacity and lasting qualities. Under the severe pressure necessary to crush the fibre of hard paper and have the ciphers print plainly, our patented depressible ciphers make a good impression, and on this basis, they are the best value obtainable.

We have Models to suit all requirements from \$5 up.

**Wetter Numbering Machine Co., 255 Classon Ave., Brooklyn, N. Y., U. S. A.**

## BRONZE POWDER

### Immediate Delivery

is guaranteed on all orders for BRONZE POWDER. We have searched the markets of the world for this and other commodities that printers and lithographers have been so much in need of.

We have spared neither time nor expense in this search. We are pleased to state that we have succeeded beyond our expectations.

We now have on hand, besides BRONZE POWDER—in any quantity you desire—

**Lithographers' Molleton  
Dry Colors  
Imitation Gold Leaf  
Aluminum Leaf  
Blocking Foil**

**Schlag Metal  
Pure Gold Leaf  
Gold Printing Ink  
Silver Printing Ink  
Transfer Paper**

### Prices are Right

and the goods are the best obtainable. Tell us what you need and we will be pleased to submit samples and prices.

**T. RIESSNER**

51 GOLD STREET

NEW YORK CITY

## This Wonderful Automatic CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it—40,000 cards per hour—automatic feed, perfect work.

This machine is made for other work around the bindery.

Best get detailed particulars, prices, etc., before you buy any other.

**F. E. AND B. A. DEWEY**

SPRINGFIELD, MASS.

## THE TYPE-HI PLANER

### Prove It For Yourself!

It will cost you practically nothing to prove our assertion that the cost of preparing printing plates for "make-ready" can be reduced *seventy-five per cent.*

The machine will be sent to responsible parties on 30 Days' Trial.

If it does not do just what we claim for it, return it at our expense.

**TYPE-HI MFG. CO.**  
Incorporated  
Syracuse, N. Y.



Planes wood or metal printing plates 14" x 20". Ask for details, prices, etc.

Hand or Power Driven

## Indexers to the Trade

Let us figure on your next job

## Quality—Service

at moderate prices

**C. C. WILDER & CO.**

443 So. Dearborn St., Chicago

Please Mention THE INLAND PRINTER When Writing to Advertisers.

553

## Catalog Cover Papers



# DEXTER'S LEVANT COVERS

## Simulating Fine Leather

### It Combines Novelty with Dignity

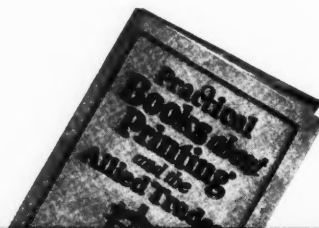
A novelty cover-stock with real character and forcefulness is a rarity, and a treasure for both printer and buyer. The ordinary "unusual" offering is nothing more nor less than "freakish," too cheap and frivolous-looking to appeal to the business man of good taste.

Most unusual in every way, Levant Covers are pleasingly dignified. Their texture and color look so thick and rich that you can almost feel the soft Levant leather they simulate.

The distinctiveness of the stock is so marked that elaborate and costly printing is not necessary to make the cover sufficiently decorative. Levant is supreme for quality, and makes a hit with shrewd buyers of nifty things in printing. The samples are works of art, exquisite designs which carry personality."—Crown Printing Co., Cleveland.

Beautiful and practical suggestions for Levant Covers are made in our specimen book, sent at your request. If you say so, we will include a copy of the latest XTRA, that "different" house-organ.

**C. H. DEXTER & SONS, Inc.**  
Windsor Locks, Conn.



## Send for a copy—it's free

Whether you are an employer or employee, foreman or apprentice, or simply interested in printing from the "user's" standpoint, you will find at least one book listed in this catalogue that will be worth many times its price, in the practical suggestions it offers for making your work easier and more profitable.

**The INLAND PRINTER CO.**  
632 Sherman Street, Chicago

# "I will learn Machine Composition"—

*A good New Year Resolution  
for Hand Compositors*

If you had made this resolution last New Year's and had stuck to it, the chances are you would be earning more money to-day.

Don't let another month go by without at least finding out all about the opportunities for advancement and

increased salary offered Linotype Operators.

A hand compositor can enter this field, and within a short time qualify for one of the many good jobs always open.

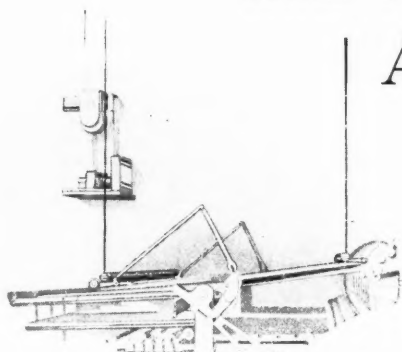
Write to-day for details—you assume no obligation in doing so.

**The INLAND PRINTER TECHNICAL SCHOOL**

632 SHERMAN STREET, CHICAGO



U. P. M.—*The Trade-Mark of Quality*



## A Good Resolution

In starting the new year right, why not make up your mind that static electricity with its attendant troubles and worries must vanish from your presses? It is so simple, too. Just install an equipment of

### Chapman Electric Neutralizers

and watch the results. Thenceforth you will know what it is to have full confidence in your presses when you see how much more and better work you can produce with them — and with less cost.

Most progressive printers are already equipped. Let us send you a list of them. Ask for our circular No. 69.

*We also stand back of our Vacuum Bronzer and Automatic Feeder.*

## United Printing Machinery Company

116 East 13th St.  
New York

100 Summer St.  
BOSTON

325 S Market St.  
Chicago



## Redback Pencil Carbon

*Prompt Delivery*

Uncoated Red Paper Stock for making this material is very scarce. This paper is required for manufacturing Sales Books and other Manifold Forms. We can make prompt deliveries of any quantity desired.

### We Manufacture a Complete Line of Carbon Papers and Inked Ribbons for Every Requirement

Pen, Pencil and Typewriter Carbon Papers  
Autographic Register and Billing  
Machine Rolls

Typewriter Ribbons—Wide Ribbons for all  
Facsimile Letter Printing Machines  
Time Clock, Adding Machine and Dater  
Stamp Ribbons

## The Ault & Wiborg Co.

Factory, Cincinnati, Ohio  
Branch Houses in the Principal Cities

## Good English Instantly!

YOU can instantly place your finger on the answer to any question which may arise in your daily use of the language by consulting Dr. Fernald's new book,

### English Grammar Simplified

Dr. Fernald has in this volume reduced grammar to a direct, simple, and understandable system which removes all of the doubt and wonder and indecision concerning the correct use of words in English speaking and writing.

#### *It Helps the Ambitious Printer*

It is a splendid reference work for the printing-room. It is ideal for proofreaders and especially valuable to compositors and printers generally who aim to advance from the printing business to reportorial, editorial, or advertising work.

#### **JAMES C. FERNALD, L.H.D.**

Associate Editor of the New Standard Dictionary and noted modern authority on English, has now devised the most practical means of knowing how to use English correctly. His chapters on this branch of useful knowledge are fascinating to a high degree.

#### *Information Instantly Accessible*

This volume is provided with an unusually extensive index, compiled for the sole purpose of making everything in the book immediately accessible. With neither circumlocution nor long-drawn-out discussions, it goes immediately to the heart of the problem and gives a crisp, clean-cut, and, above all things, understandable explanation of the word, or phrase, or rule, in question.

#### **Sign and Send this Coupon or a Copy of It**

##### **Money Back If Not Satisfied**

Sign and send this coupon to-day with 83c — stamps, money-order, check, etc.—and we will forward the book. If you are not satisfied with it, send it back, and we will immediately refund what you have paid.

**FUNK & WAGNALLS COMPANY,  
354-360 Fourth Ave., New York City.**

Gentlemen:—Send me "English Grammar Simplified." I enclose 83c as full payment for same. If it is not satisfactory, I may return it within ten days and you will refund all I have paid. [L.F.1-17]

NAME.....

ADDRESS.....

CITY.....

## There is a BEST in Everything and in Paste the King is **REX DRY PASTE**

John J. Pleger, who enjoys an international reputation as an authority and author of four books on bookbinding writes:

The Patent Cereals Co.,  
Geneva, New York.

July 31, 1916.

Gentlemen:—

Attention Mr. W. T. Rolph.

Pardon the delay in giving you the results of my experiments with Rex Dry Paste. I have withheld committing myself because of the past unsatisfactory experiences with patent dry pastes. These were all too granular and would not absorb much water. Because of the exorbitant claims of these people and my experiences with their product, I refrained from making any mention of them in my books on bookbinding. Honesty compelled me to recommend the old cooked flour paste, I have tried other pastes, none of which, however, were equal to the cooked paste.

Your paste was tested from every angle as I was looking for some weakness; but without success. I am, therefore, prepared to say that your paste is without exception the most economical and the best on the market to-day. I shall be pleased to make mention of it in the revised edition of Bookbinding and Its Auxiliary Branches which is now in preparation.

The paste absorbs more water and has a greater adhesive value than any other cooked or dry pastes. What makes it of particular value is the fact that it can be used in two minutes after the paste has been put in the water.

Wishing Rex Paste every success, I am

Very truly yours,

JOHN J. PLEGER

There are many reasons why Rex Dry Paste is the best  
— Let us tell you *why*, then you *try*, then you *buy*.  
For the reasons why, and sample to try, address

**PATENT CEREALS CO.**  
GENEVA, N. Y.

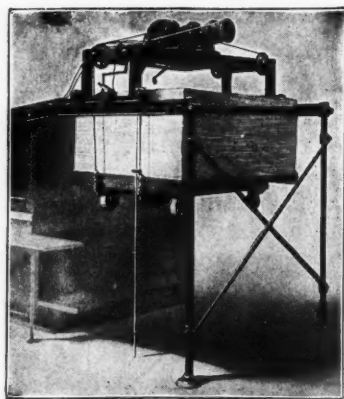
## THE ROUSSEAU ECONOMY CHASE

**A Money-Making Triumph for Publishers**

**T**HE ROUSSEAU ECONOMY CHASE is the latest device for newspapers, cutting the cost of the average newspaper's print stock from 4 to 6 per cent. If you are using greater than 66½-inch rolls for 7-column 8-page paper, you are buying more paper stock than you need. There is a corresponding saving for 4- and 6-page stock. Every publisher realizes what this means at the present price of newspaper stock.

These chases are being sold very rapidly to the owners of Cox Duplex presses. In most instances they save their cost in a few months. Write for prices, terms and descriptive literature.

**ROUSSEAU, GABBERT & CO.**  
Enterprise Building, Riverside, California



You can easily cut the customary 3% waste to 1%; a big item no matter who pays for the stock. This and the many other advantages of Rouse Paper Lifts are described in an attractive booklet, "Rouse Handling vs. Man Handling." Don't you want a copy?—it's free for the asking.

**H. B. ROUSE & COMPANY**  
2214 Ward Street . . . CHICAGO



## "Surest Thing You Know!"

It is perfectly good English to remark, "Surest thing you know!" when referring to Byron Weston Ledger Papers.

Literally and without question, Byron Weston's Ledgers are sure—sure economy and satisfaction for the customer and sure profit for the seller.

You *know* just what you are getting in every sheet of Weston Ledger—the finest stock with the most perfect finish, flexibility, strength and durability that can be produced.

*Proved superiority* as a practical, satisfactory and durable record paper has given Byron Weston Company's Ledgers an enviable reputation wherever big business and important affairs are transacted.

Shall we send you samples? There is a remarkably wide range of sizes and weights to meet all requirements.

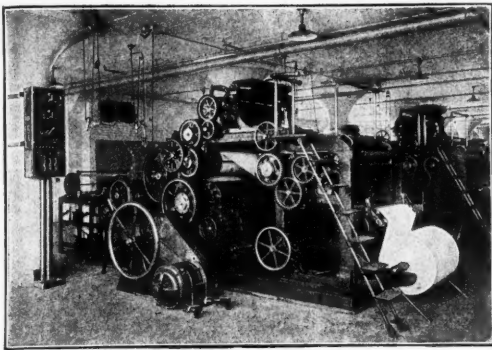
"Rags" No. 3 is ready.

**BYRON WESTON COMPANY**

"The Paper Valley of the Berkshires"

DALTON, MASS.





Rotary-Press Room, Youth's Companion, Boston

### UP-TO-DATE MAGAZINE-PRINTING PLANTS

Located in the ALTERNATING-CURRENT  
ZONE should be equipped with

#### SPRAGUE ELECTRIC CR-6131

Push-button operated A.-C. Controllers, with  
Sprague Electric Variable-Speed A.-C. Motors.  
Like the plant illustrated above.

Send for Bulletin No. H-4



#### Sprague Electric Works of General Electric Company

Main Offices: 527-531 W. 34th St., New York, N. Y.  
BRANCH OFFICES IN PRINCIPAL CITIES

## For Large or Small Presses, Machines— The Monitor System

insures complete automatic trouble-  
less control—

### "Just Press a Button"

—no juggling with a rheostat handle,  
no waiting for the machine to speed  
up or come to rest, positive control of  
every movement, and smooth, perfect  
operation even in inexperienced hands.

It is the one system that provides  
safety for man, motor and machine, and  
gives precise, immediate action always.

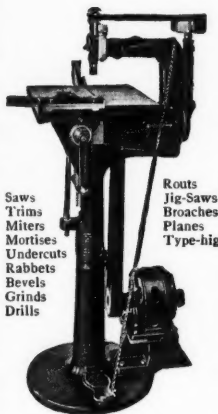
Ask for complete data on our Alternating  
Current Controller

### Monitor Controller Company

111 South Gay Street, Baltimore

NEW YORK PHILADELPHIA BOSTON CHICAGO

## Paid for itself 12 times in 4 years



Saws  
Tilts  
Miter  
Mortises  
Undercuts  
Rabbets  
Bevels  
Grinds  
Drills

Routs  
Jig-Saws  
Broaches  
Planes  
Type-high

That's the written word of  
E. T. Lowe, Sr., President  
of the E. T. Lowe Pub.  
Co., Nashville, Tenn., in  
commending the Miller  
Saw-Trimmer.

First cost does not deter-  
mine the value of a Miller  
Saw-Trimmer. It's the  
extra profits that it pro-  
duces that makes its own-  
ers boost and boast its  
intrinsic merit.

*You will buy  
The Miller*

when you really want these extra profits. Not a  
dissatisfied user on the face of the earth.

### Miller Saw-Trimmer Co.

Main Office and Factory:

New York Store 60 Beekman St. Pittsburgh, Pa. Chicago Store 550 So. Clark St.



Border from 2-pt. rule—dotted center piece cut and corners mitered with Miller Saw

## MASHEK PATENT FORM TRUCK ALL IRON AND STEEL



Specially designed  
to handle difficult  
forms where the  
danger of piecing is  
always imminent.

This device has been thoroughly tested the  
past six years. Our repeat orders are large.

### You Need These Trucks to Insure Your Profits

Rigidly constructed of iron and  
steel and makes a good portable im-  
posing table. Suitable for both large  
and small printers.

Write for sizes and prices.

### Mashek Manufacturing Co.

Sole Manufacturers

1616 W. Lake Street, Chicago, Ill.

Sold by  
all Reliable  
Dealers.

# PEACE ? or WAR ?

**E**ITHER way it may go, the paper market will continue uncertain. But this needn't bother you on

## ENVELOPES

Our papers—bought long in advance—and our system of having you print flat-in-the-sheet before making up insures safe delivery promises and lower prices.



*Write for the full story*

**Western States Envelope Co.**

Manufacturers of Guaranteed "Sure Stick"  
Envelopes for Printers and Lithographers.

Dept. N, Milwaukee, Wis.

## MAGAZINE ADVERTISEMENT COMPETITION

*Conducted by*

**THE AMERICAN PRINTER**

Opens December 5, 1916—Closes March 1, 1917

### THE COPY

*(Use the following paragraph as the copy.)*

Tiffany & Co. Jewelry and Silverware. The finest merchandise and a service of exceptional merit. The Tiffany Blue Book gives prices. It will be sent upon request. Fifth Avenue and 37th Street, New York.

### THE AWARDS

Each entry will be judged by a system of points as follows:	
Suitability as a whole.....	20
General attractiveness.....	15
Readability as a whole.....	15
Selection of type-face.....	10
Arrangement of type lines.....	10
Selection of type sizes.....	10
Handling blank space.....	10
Judgment in use or non-use of decorative material.....	10
Possible points.....	100

The thirteen advertisements having the greater number of points as apportioned by the judges will be declared winners in the order of the number of points, and prizes will be awarded as follows:

First prize: Twenty dollars in gold.

Second prize: Ten dollars in gold.

Third prize: Five dollars in gold.

Ten additional prizes, each of a year's (\$3) subscription to THE AMERICAN PRINTER.

### THE RULES

The contest is open to all who may desire to compete. The copy may be set by hand or machine. Decoration is permissible, but not demanded. Six proofs to be submitted, printed in black ink on white paper, the size of which must be six by nine inches. Contestants may enter as many times as they desire. All entries must be made by March 1, 1917, and they should be sent addressed to Magazine Advertisement Competition Editor, THE AMERICAN PRINTER, 344 West Thirty-eighth Street, New York.

## COLOR AND ITS DISTRIBUTION IN PRINTING

HOW TO ESTIMATE INK

*By*

**E·C·ANDREWS**



PUBLISHED BY  
THE INLAND PRINTER COMPANY  
CHICAGO

**I**T has been asserted that out of ten men who go into the printing business only one lasts ten years. Why? Because of lack of knowledge of facts. Their estimating is guessing, and

## GUESSING IS A GAMBLE

To take the gamble out of estimating ink is one of the objects of this book. Still more important is to know the relations of colors to each other—their distributive percentages of carrying power—their balances in color strength.

SIXTY PAGES OF COLOR EXAMPLES

*Ready December 10, 1916*

PRICE: ADVANCE ORDERS FIVE DOLLARS  
AFTER JANUARY 1, 1917, TEN DOLLARS

Five Hundred Copies Printed

## Accuracy—Durability—Simplicity

A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels, **\$5.00** Price, 6 wheels, **\$6.00**

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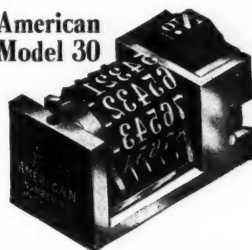
### AMERICAN NUMBERING MACHINE COMPANY

224 & 226 Shepherd Avenue, Brooklyn, N. Y.

123 West Madison Street, Chicago, Ill.

2 Cooper Street, Manchester, England

American  
Model 30



**No 12345**

Impression of Figures

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West Chester, Pennsylvania

The Pioneer Tag Manufacturers of America



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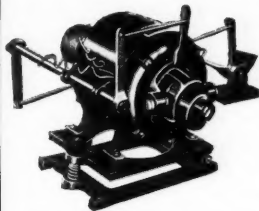
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559

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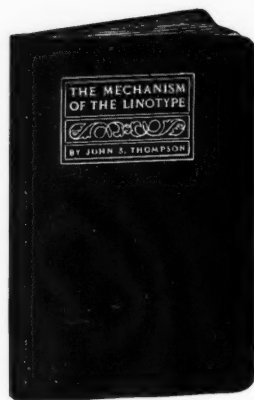
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### CONTENTS

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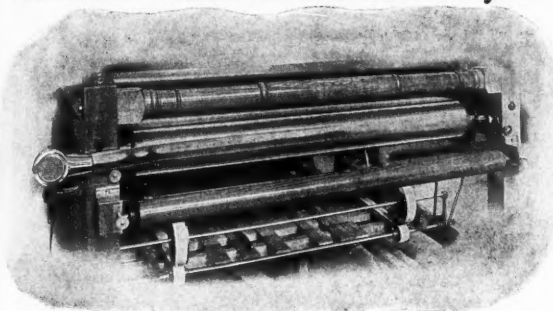
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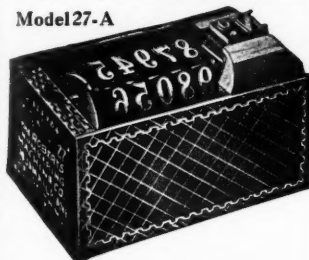
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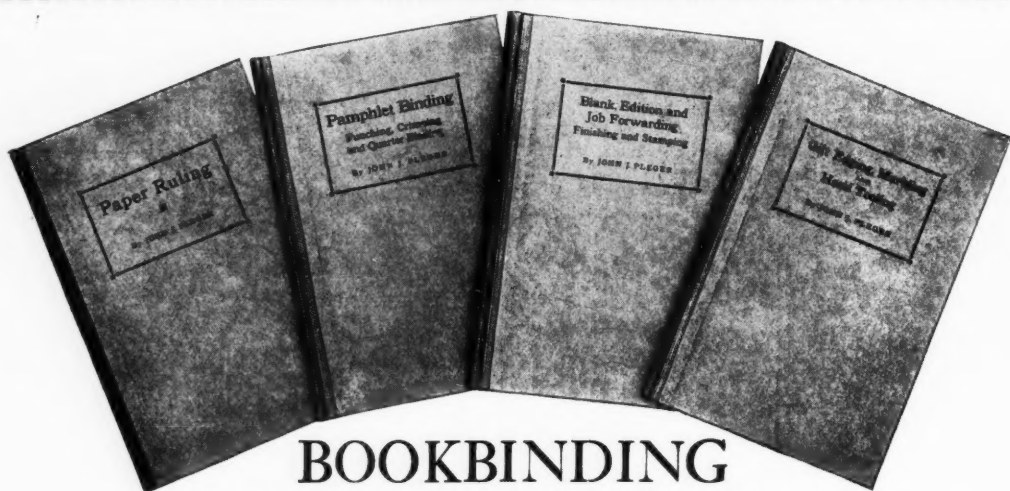
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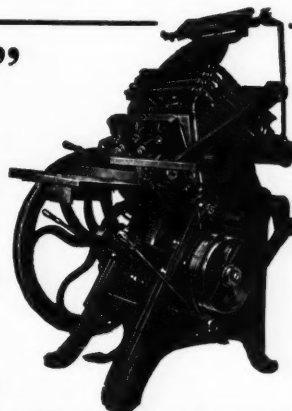
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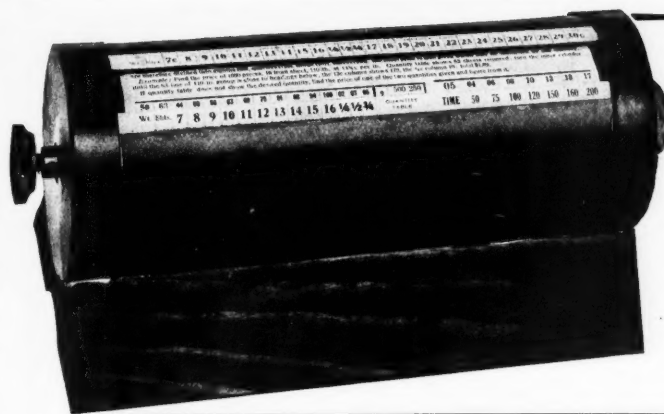
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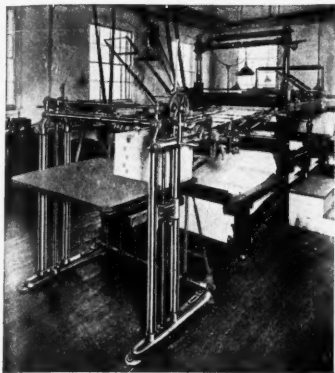
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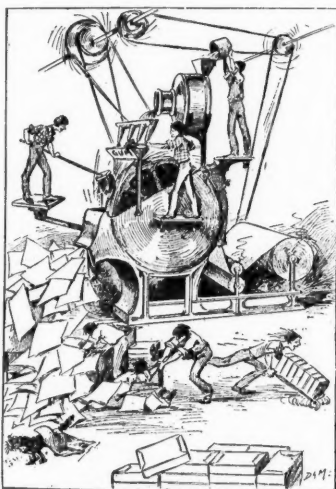
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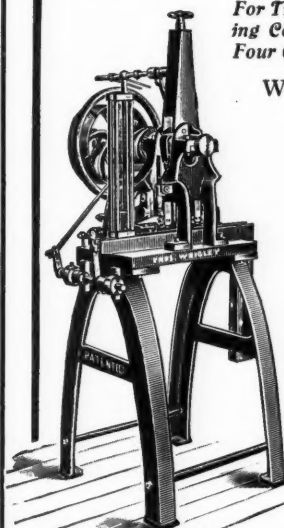


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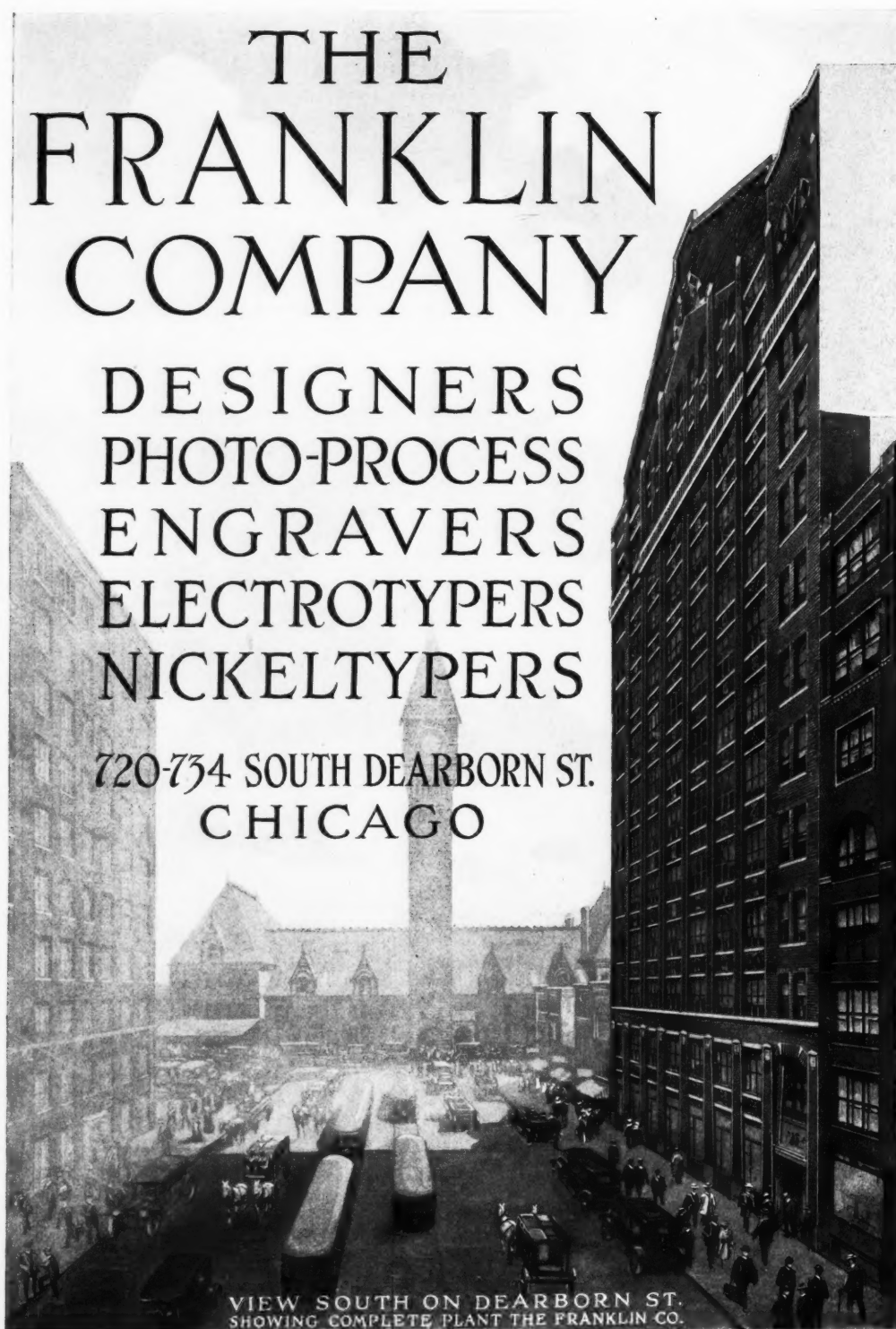
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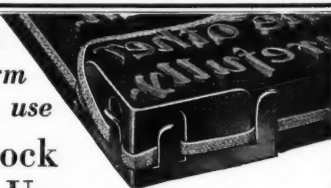
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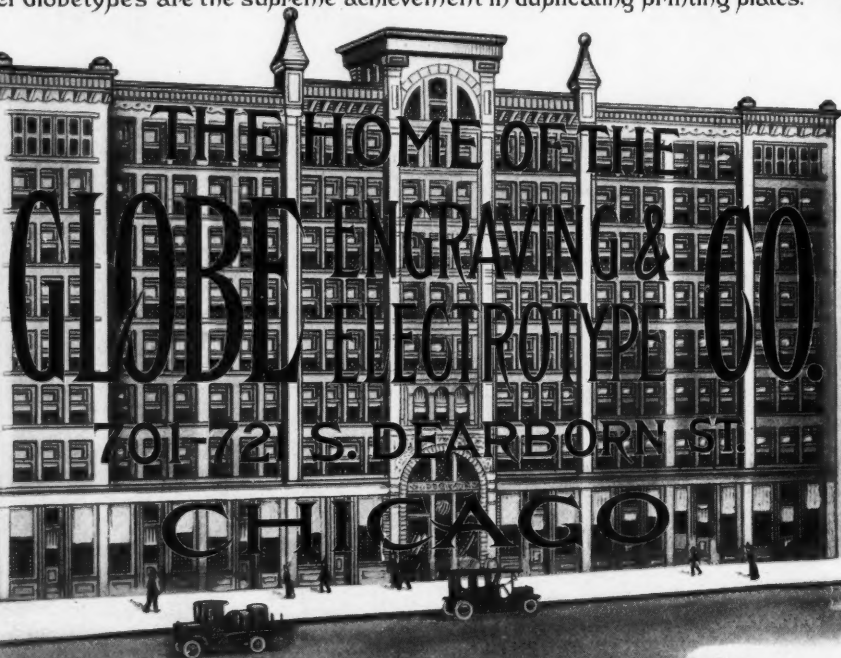
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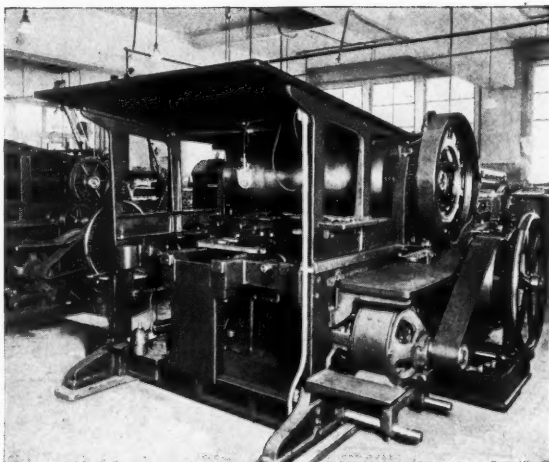
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PRINTERS DESIGNERS  
BINDERS ENGRAVERS

632 SHERMAN STREET, CHICAGO



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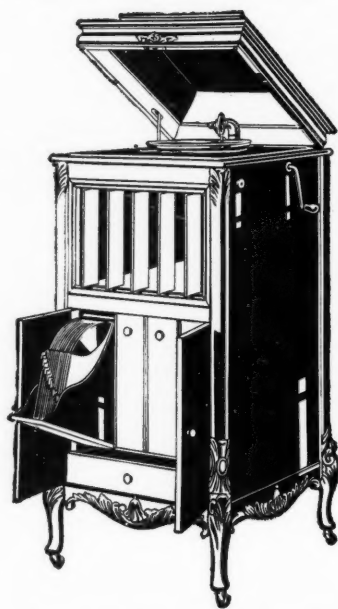
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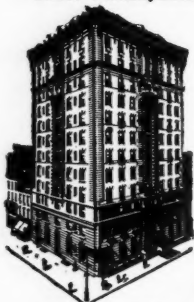


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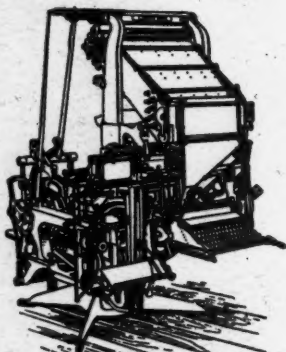
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